

PROGRAM

INTERNATIONAL CONFERENCE IN INFORMATION TECHNOLOGY & EDUCATIONS - ICITED'25

10, 11 and 12 JULY 2025

Federal University of Rio Grande do Norte

Praiamar Natal Hotel & Convention

Natal, Brazil

Time Zone: (GMT-03:00) Natal

DAY 1: THURSDAY 10 OF JULY - 10:30 TO 19:00	
10:30 - 13:00	Session 1 - Virtual Presentation PEDAGOGICAL & DIDACTICAL INNOVATIONS Chair: Maria Inês Pinho
ROOM 1 pwd: icated25on	<p>60. Pedagogical Innovation: Use of Business Information Technologies in the Training Process of Public Accountant and Auditor at Universidad Santo Tomás <i>Francisco Nova; Juan Carlos Armijos; Carlos Calderón</i></p> <p>96. Vocación e interés docente en Pedagogía en Educación Física: Una perspectiva estudiantil de la Región del Maule en Chile <i>Felipe Mujica-Johnson; Felipe Hermosilla-Palma; Moacyr Portes-Junior; Fernando Muñoz-Sepúlveda; Karina Morales-Sandoval; Pablo Vásquez-Cerda</i></p> <p>99. Exploration of topics and methodologies in pedagogy theses from a university in the central zone of Chile <i>Sergio Sepúlveda-Vallejos; Karla Alejandra Campaña Vilo; Francisco Silva-Díaz; Karla Valdebenito González; Kathleen Fuenzalida Ampuero</i></p> <p>174. Community-Based Motricity: Methodological Ap-proaches from Initial Teacher Education in Physical Education Pedagogy <i>Jean Paul Rannau Garrido; Isolda Vergara Santiago; Alicia Contreras Mu</i></p> <p>184. Application of a pedagogical Tool for the Construction of Differential Robots <i>Tannia Cecilia Mayorga-Jácome; Edgar Vicente Vivanco-Herrera; Carlos Eduardo Salazar-Guaña; Iván Fernando Andocilla-Oleas</i></p> <p>212. Pedagogical methodology and inclusive Education <i>Verónica Olalla-Pardo; Cristian Londoño-Proañó; Cristina Mantilla-Sánchez</i></p> <p>237. From Dialogue to Transformation: Pedagogical Foundations of Inclusive Leadership <i>Fábio Quintal Ornelas; Eduardo Milhões Pinheiro; Maria Carlos Lopes; Mónica Veríssimo Vieira; Jéssica Jardim Pereira; Luís Filipe Sardinha</i></p> <p>w253. Pedagogical Relationship and Teacher Authority - The Voices of the Children <i>Otilia Castro</i></p>
ROOM 2 pwd: icated25on	Session 2 - Virtual Presentation EDUCATIONAL SKILLS Chair: Inês Braga
	<p>39. Research skills and integration with university teaching and community engagement <i>Yolvy Javier Quintero Cordeiro; Betty Pastora Alejo; Mayra Alejandra Bustillos Peña; Norma Molina Prendes</i></p> <p>97. The Role of Social Interaction and Feedback in the Learning of Oral and Written English <i>Nancy Cristina Uquillas Jaramillo; Karen Stephany Córdova Vera</i></p> <p>157. Catalogue of the merit and competitive process for Human Talent Managers <i>Lizeth Estefania Paredes Diaz; Hector Sebastian Perez Manosalvas; Betty Pastora Alejo</i></p>

	<p>172. Using Mixed Reality in Cognitive Training of Adults with Special Needs <i>André Moreira; Tatiana Ferreira; Alexandra Nascimento; Carlos Rompante Cunha</i></p> <p>204. Empowering Tomorrow's Marketers: Required Digital and Sustainability Skills <i>Inês Araújo; Célio Marques; Hélder Pestana; Vasco Silva; Aitor Ruiz</i></p> <p>209. Stage Fright in the Speaking Skill of the English Language in High School Students <i>Kevin Mario Laura-De La Cruz; Carolina Mitzy Hernandez-Benites; Pilar Valeria Zapana-Aguilar; Gina Maribel Valle-Castro; Mirian Karina Valle-Castro; Elio Aldo Mamani-Zavaleta</i></p> <p>217. Collaborative Work Mediated by ICT To Strengthen Reading Comprehension in Language and Literature <i>Aracelly Nuñez Naranjo; Ana Arguello; Edwin Acuña-Checa</i></p> <p>w250. Structural Equation Model for the Analysis of Digital Competence among Secondary Education Students <i>Manuel Trigueiro; Ana Garcia Valcarcel; Agostinho Sousa Pinto; Eusébio Costa</i></p>
<p>ROOM 3</p> <p>pwd: icated25on</p>	<p>Session 3 - Virtual Presentation UNIVERSITY-INDUSTRY COLLABORATION Chair: Adriana Oliveira</p> <p>61. RoadMapping: A case of business opportunities identification in smart tourism through university-industry collaboration <i>Efraín Ortiz Pabón; Lady Fernández Mora; Nestor Nova Arévalo; Jaime Humberto Sierra González; Santiago Andrés Hernández Muñoz</i></p> <p>104. Bridging Education with STEM: Connecting University and School Students Through Real-World Challenges <i>Cristina M.R. Caridade; Verónica Pereira; Fábio Fonseca Ribeiro; Ana Catarina de Ascensão Machado</i></p> <p>158. A methodological proposal as a learning tool for financial accounting in higher education <i>Elvia Rosalía Inga Llanez; María Teresa Cuenca Jiménez</i></p> <p>189. Motivation levels in construction companies: case study of Constricom Cía. Ltda <i>Mayra Alexandra Guallichico; Alejo Betty Pastora; Héctor Sebastián Pérez Manosalvas</i></p> <p>218. Bridging Academia and Society: A Digital Platform for Stakeholder Engagement at the Polytechnic Institute of Viseu <i>Damiana Guedes; Pedro Lopes; Daniel Azevedo; Carlos Costa</i></p> <p>222. Continuous Improvement Strategies in the Management of Social Organizations: The Case of a “Santa Casa da Misericórdia” <i>Susana MSR Fonseca; Ana Guia; Inês Rebelo; Lucinda Gouveia; Sofia Cardoso; Ana Branca Carvalho</i></p> <p>235. Organizational communication as a cross-cutting vector in corporate crisis management <i>Xavier Echeverría; Ángel Matamoros; Cynthia Espíndola; María Isabel Posligua; Marlon Rodríguez; Jorge Saavedra</i></p> <p>241. Technology, Digital and Communication in Esports Organizations <i>Adriana Oliveira; Rui Castanho; Chané de Bruyn; Vítor Pereira</i></p>
<p>ROOM 4</p> <p>pwd: icated25on</p>	<p>Session 4 - Virtual Presentation EDUCATIONAL MARKETING STRATEGIES Chair: Luciana Oliveira</p> <p>34. digital literacy as a key factor in marketing education and business-academy relationship: a digital transformation approach <i>Carla Viana; Sílvia Faria; Sónia Nogueira; Orlando Lima Rua</i></p> <p>45. The impact of Electronic Word-of-Mouth on booking intentions for online tourist accommodation <i>Ana Elisa Sousa; Ana Raquel Simões</i></p> <p>46. Exploring the relationship between consumers and brands: preliminary insights in brand attachment <i>Rafael Mascarenhas Rodrigues; Maria Alexandra Malheiro; Bruno Barbosa Sousa; Vasco Santos</i></p> <p>50. Servqual model and consumer satisfaction: preliminary insights in the context of telecommunications services <i>Núria Sofia Castro; Estela Vilhena; Bruno Sousa</i></p> <p>67. Social Acceptance of Sportsbooks and their Influence on the Ecuadorian Market <i>Wilson German Nieto Aguilar</i></p> <p>106. Customer relationship strategies in digital marketplaces in the agricultural sector <i>Filomena Vilaça; Susana Bernardino; Inês Pereira</i></p> <p>146. Green marketing in the circular economy applied to the consumption of electrical and electronic equipment <i>Tania Morales-Molina; Diana Morales-Urrutia; Oscar F. Ibarra Torres; Silvia M. Oyaque-Mora; Patricio Córdova</i></p> <p>221. Internship as a Strategy for Approaching the Job Market and Industry: the case of the fishing traditions in São Vicente (Cape Verde) <i>Diogo Rosa; Milena Carvalho; Susana Martins; Maria João Castro; Ana Branca Carvalho; António Abreu; Eusébio Ferreira Costa; Olga Ferreira</i></p>

14:00 - 14:30	Registration Praiamar Natal Hotel & Convention
14:30 - 15:00	Welcoming Remarks - Face-to-face Chair: Anabela Mesquita
ROOM 1 pwd: icited25on Auditorium	João Vidal Carvalho , Polytechnic of Porto & ICITED'25 General Chair (Portugal) António Abreu , Polytechnic of Porto & ICITED'25 General Chair (Portugal) Manuel Moreira da Silva , President of Porto Accounting and Business School. P.Porto (Portugal) Rubens Maribondo , Pro-Rector of postgraduate of the Federal University of Rio Grande do Norte (Brazil)
15:00 - 16:30	Keynote Speakers presentations - Face-to-face Chair: Anabela Mesquita
ROOM 1 pwd: icited25on Auditorium	Agostinho de Sousa Pinto, PhD <i>Vice-Dean of ISCAP/Polytechnic University of Porto for the area of organizational transformation, research and pedagogical innovation.</i> From Chalk to Algorithm: A New Generation of Higher Education José Alfredo Ferreira Costa, PhD <i>Full Professor at the Federal University of Rio Grande do Norte (UFRN). with a Ph.D. in Electrical Engineering & Computing from UNICAMP. He served as President of SBIC - Sociedade Brasileira de Inteligência Computacional</i> Beyond Automation: Rethinking Education in the Age of Artificial Intelligence
16:30 - 17:00	CoffeBreak
17:00 - 19:00	Session 5 - Face-to-face EDUCATIONAL INNOVATIVE SOLUTIONS FOR ACADEMIC Chair: Agostinho Sousa Pinto
ROOM 1 pwd: icited25on Auditorium	ENBER - Higher Education Institution <i>Ozemar Araújo</i> 152. Mentoring in Higher Education: a strategy for academic development <i>Joana Araújo; Paulino Silva; Anabela Mesquita</i> 167. Bridges Between Margins and Knowledge: Scientific Tourism Along the Porto-Gaia Axis <i>Adriano Costa; José Carlos Almeida; Carla Castro</i> 228. Digital Education in Private Higher Education Institutions in Portugal contributions from the institutional perspective <i>Mafalda Duarte; Elisabete Barros; Sandra Fernandes; Sandra Queiroz; Maria Pina</i> 233. Digital Learning Ecosystems and Pedagogical Innovation in Higher Education - Emerging Perspectives on Teaching Practice <i>Fernando Rebola; Luísa Carvalho; Amélia Marchão; Paulo Ferreira; Rui Castanho</i> 238. Designing and Evaluating Serious Board Games for Cultural Heritage: Student Perspectives from an International Learning Context <i>Lana Skender; Maria Inês Pinho; Matej Zapušek; Sérgio Coelho; Jože Rugelj</i>
ROOM 2 pwd: icited25on	Session 6 - Virtual Presentation ARTIFICIAL INTELLIGENCE IN EDUCATION Chair: Rita Estrada 40. The Use of Artificial Intelligence as an Assistant in Software Development to Enhance Learning and Academic Performance in University Students <i>Shirley Núñez; Estefanía Robles; Paulo Torres; Edwin Omar Portero Jijón; M. Xavier López</i> 52. Ethical Reflections and Challenges of Artificial Intelligence Applied to the Academic Field <i>Karen Stephany Cordova Vera; Renato Mauricio Toasa Guachi</i> 59. Best practice in the use of artificial intelligence in higher education institutions <i>Yolvy Javier Quintero Cordeiro; Mayra Alejandra Peña Bustillos; Ismari Gómez; Boris Mesa</i>

	<p>70. Impact of Strategic Leadership on Artificial Intelligence Acceptance and Adoption <i>Ivan Suazo; Alain Chaple-Gil</i></p> <p>72. Impact of Intelligent Systems and AI Automation on Operational Efficiency and User Satisfaction in Higher Education <i>Iván Suazo; Alain Chaple-Gil</i></p> <p>153. Technological challenges in the use of AI in the context of initial teacher training <i>Maria Raquel Patricio; Elza Mesquita; Bruno F. Gonçalves</i></p> <p>181. Impact of the Information Consumption Culture on Public Perception of Artificial Intelligence <i>Adriele Marchesini; Elio Carlos Ricardo</i></p>
<p>ROOM 3</p> <p>pwd: icited25on</p>	<p>Session 7 - Virtual Presentation CURRICULUM DESIGN AND INNOVATION Chair: Ana Ferreira</p> <p>56. User Experience in Education 4.0: Adapting Learning to Digital Transformation <i>Josué Guillermo Tamayo Tigasi; Sulay Belén Tamayo Tigasi; Franklin Xavier Flores Miranda</i></p> <p>90. Innovation Without Borders: The Tech-Enabled Inter-nationalization of Business School Curricula <i>Soraia Marino; José Cabezas; Rui Alexandre Castanho; Ignacio Bartesaghi</i></p> <p>117. Towards a novel competency-based graduate follow-up model in the agro-industrial sector: A brief review <i>Ligia Niama-Rivera; Diego Avila-Pesantez; David Vivas-Consuelo</i></p> <p>169. Ontology-Based Framework for Innovative Computational Thinking Curriculum Design <i>Cristiana Araújo; Pedro Rangel Henriques; João José Cerqueira; Sandra Lopes; Sandrina Fortes</i></p> <p>171. Developing Computational Thinking in Basic Education: A Pilot Curriculum in Portugal <i>Sandra Lopes; Sandrina Fortes; Cristiana Araújo; Pedro Rangel Henriques</i></p> <p>196. Curricular Characterization of Technical Modules to Align Training with Student's Professional Employability <i>Jonathan Moises Cahuasqui Molina; Maria Carmen Colmenarez Mujica; Rosario del Carme Coral Herrera; Flavio David Morales Arevalo</i></p> <p>261. El futuro de los líderes de tecnologías de información: Un estudio sobre las expectativas de formación de posgrado para un rol estratégico en las organizaciones <i>Liliana González-Palacio; Paola Noreña-Cardona; Luis Guarín-Rodríguez; John Mario García-Giraldo; Mauricio González-Palacio; Juan Felipe Pinzón</i></p>
<p>ROOM 4</p> <p>pwd: icited25on</p>	<p>Session 8 - Virtual Presentation TEACHING METHODOLOGIES Chair: Sara Pascoal</p> <p>165. Teachers' Perceptions of Teaching Practices, the STEAM Approach, and Collaborative Work <i>Patrícia Teixeira; Helena Rocha; Cristina Martins</i></p> <p>182. An Intelligent Ecosystem for Teaching Mathematics: the SMART Education Ecosystem framework <i>Alexandre Torres; José Lencastre; Floriano Viseu</i></p> <p>192. Arduino as a Tool to Support the Teaching of Microcontrollers at the Israel Technological University <i>Wilmer Albarracin; Patricia Albuja</i></p> <p>215. Integration of TPACK and SAMR Models: Theoretical and Methodological Articulations for the Use of Technology in Mathematics Teaching <i>Celina Aparecida Almeida Pereira Abar</i></p> <p>216. Proposal for a fitness program for police officers; Ricardo Adán Bayas Paspuel <i>Ricardo Bayas; Betty Pastora Alejo; Hector Sebastian Perez Manosalvas</i></p> <p>239. Genetic decomposition for teaching recursive algorithms; Carlos Eduardo Salazar Guaña <i>Tannia Mayorga Jácome; Edgar Vivanco Herrera; Roberto Daniel Calderon Valle</i></p> <p>w251. From Awareness to Action: Strengthening Environmental Education Training for Social Educators <i>Filipe Couto, Ana Camões; Rita Valente</i></p>

DAY 2: FRIDAY 11 OF JULY - 08:30 TO 23:00

08:30 - 10:30	Session 9 - Face-to-face RESEARCH IN DIFFERENT SCIENTIFIC AREAS Chair: Maria João Castro
ROOM 1 pwd: icited25on	<p>130. Diagnosis of Computational Thinking in the teaching of programming in engineering careers <i>Elba Susana Paltas Moreno; Nathaly Silvana Paredes Guachizaca; Milton Labanda-Jaramillo</i></p> <p>156. Creation of seedbeds as an inter-institutional educational space between University-Schools to develop research skills <i>Betty Pastora Alejo (award speaker); Yolvy Javier Quintero Cordero; Mayra Alejandra Bustillos Peña; Kevin Leonel López Vidal</i></p> <p>159. Good practices in the use of active methodologies to learn to investigate <i>Betty Pastora Alejo (award speaker); Kevin Leonel López Vidal; Norma Molina</i></p> <p>168. The Mediterranean Dietary Pattern in Higher Education: from perception to reality <i>Carla Castro; Adriano Costa; Cristina Rodrigues</i></p> <p>195. From Competency Mapping to Cognitive Navigation: The Olive Project and the Metro Map Metaphor in Educational Guidance <i>Francisco Carlos Paletta; Audilio Gonzalez Aguilar; Lise Verlaet</i></p>
ROOM 2 pwd: icited25on	Session 10 - Virtual Presentation GAMIFICATION IN EDUCATION Chair: Mafalda Duarte <p>81. Gamification in the Initial Teacher Training of Physical Education Teachers <i>Alicia Contreras Mu; Patricio Carreño Rojas; Belén Fierro Saldaña</i></p> <p>116. Avatars in Immersive Education: Embodiment, Identity, and Sociodigital Relations in the Metaverse <i>Ingrid Weingartner Reis; Vania Ribas Ulbricht</i></p> <p>122. "Integration of Gamification in the Teaching-Learning Process of Biological Bases of Education: Comparison between Traditional Methodologies and Innovative Strategies" <i>Nathaly Vera-Gajardo; Andrea Torres-Cáceres; pablo Müller-Ferrés</i></p> <p>155. Experience with Educational Software and Serious Games: A systematic Literature Review with Applications to Tourism <i>Elvira Vieira; Margarida Rodrigues; Ana Pinto Borges</i></p> <p>213. Exploración, aprendizaje y cambio: Juegos ecológicos virtuales como herramientas innovadoras para la educación ambiental <i>Mayra Bustillos; Yolvy Quintero; Betty Alejo; Dilida Luengo</i></p> <p>226. Learning and Exploring Cultural Routes through Videogame Creation - A Case Study <i>Marco Furtado</i></p> <p>236. Innovating Inclusive Education through Gamification, Co-Design, and Augmented Reality, A Study in the Ecuadorian Context <i>Richard P. Sánchez; Diana Gabriela Flores Carrillo; Patricia Alexandra Albuja Mariño; Paulina Elizabeth Sánchez</i></p>
ROOM 3 pwd: icited25on	Session 11 - Virtual Presentation SUSTAINABILITY STRATEGIES Chair: Maria José Angélico <p>27. The intersection of Art and Maths in the promotion of Cultural Heritage <i>Paula Quadros-Flores; Geraldo Eanes; Diana Lemos; Rafaela Santos; Dárida Fernandes; Isabel Pinto</i></p> <p>53. Prototype for sustainable parking lots with automated parking using Raspberry Pi and Dashboard Node-Red <i>Javier De la Torre-Guzmán; Oscar Valdez-Segovia; Elizabeth Salazar-Jacome; Gustavo Guagua-Albarracin</i></p> <p>95. A Triple Helix Model of Innovation and Sustainability in Tourism <i>Eleonora Santos; Rui Castanho; Marius Venter</i></p> <p>127. Sustainable Tourism and Infrastructural Growth: The Socio-Ecological Impacts of Madeira Airport Expansion in Machico <i>Sérgio Lousada; Raul Alves</i></p> <p>148. Business Intelligence and the Sustainable Development Goals: A Systematic Literature Review <i>Romeu Sequeira; Miguel Mota; Agostinho Sousa Pinto; Eusébio Costa; Rui Costa; Piotr Luty</i></p>

	<p>206. Models of Environmental Sustainability in Universities: A literature Review <i>Patricia Albuja; Iván Gonzalez</i></p> <p>214. Chile and the Challenge of Sustainable Reporting: Key Advances and New Perspectives <i>Fernando Morales Parada; Francisco Nova Rodríguez; Juan Carlos Armijos</i></p>
ROOM 4	<p>Session 12 - Virtual Presentation CHALANGES IN ARTIFICIAL INTELLIGENCE Chair: Joana Castro Fernandes</p>
pwd: icited25on	<p>82. AI-Based Assessment Systems in Higher Education: Effectiveness for Enhancing Critical Thinking and Creativity <i>Iván Suazo; Alain Chaple-Gil</i></p> <p>83. Cost-Benefit Analysis of Chatbots, Intelligent Tutoring Systems, and Predictive Analytics in Higher Education: A Systematic Review <i>Iván Suazo; Alain Chaple-Gil</i></p> <p>101. Asynchronous Methodology for Design Thinking: Jury Simulation with AI Avatars integrated into an LMS, Monitored via EEG and Eye-Tracking <i>Lucas P. Prestes; Milton Zaro; Patrícia F. da Silva; Fernanda Aguiar; Alexander Magnus; Bruna Gaertner; Paula Rodrigues de Castro</i></p> <p>103. Empirical Evidence on the Reliability of the EPIAG-FID: A Scale for Assessing Preservice Teachers' Perceptions of Generative AI in Education <i>Francisco Silva-Díaz; Eduardo Puraivan; Romina Narváez; Rodrigo Fuentealba; Francisco Gallegos; Alexis Lizana</i></p> <p>207. Intelligent Tutor for Tasks in the Domain of Linear Algebra <i>Miguel Rodríguez; Eduardo Puraivan; Luis Puebla; Juan Pablo Ruiz-Rodríguez; Diego Saavedra-Lizana; Muricio Gamboa-Inostroza; Connie Cofre-Morales; Karina Huencho-Iturra; Pablo Gregori Huerta</i></p> <p>234. The Technology Acceptance Model (TAM): A Meta Analytic Structural Equation Modeling (MASEM) Approach to Explaining the Adoption of GenAI tools in Higher Education <i>Agostinho Sousa Pinto Agostinho Sousa Pinto; António Abreu; Manuel Pérez Cota; Jerónimo Paiva Reis de Sousa Barbosa; Milena Carvalho</i></p> <p>w252. Comparative Analysis of Machine Learning Models for Customer Segmentation in E-Commerce: A Data-Driven Approach <i>Jose Paulo Machado Da Costa, Sofia Coelho; Oliva M. D. Martins</i></p>
10:30 - 11:00	<i>coffeeBreak</i>
11:00 - 13:00	<p>Session 13 - Face-to-face STRATEGIES FOR EDUCATION QUALITY Chair: Manuel Moreira da Silva</p>
ROOM 1	<p>57. Integrating GIS and Remote Sensing into Digital Education for Sustainable Land Use Management: A Cross-Border Perspective <i>Rui Alexandre Castanho; Arian Behradfar; Ana Loures</i></p> <p>205. Evolution of Artificial Intelligence Initiatives Implementation Through Macro Policies in Latin America in 2022 and 2025 <i>Ignacio Salamanca - Garay; Emilio Sagredo - Lillo; Cristóbal Miranda - Olivares</i></p> <p>208. Centro Cultural São Francisco: uma experiência no Ciberespaço <i>Pablo Matias Bandeira; Francisco Carlos Paletta</i></p> <p>210. A Reference framework for a media literacy indicator in Brazil <i>Cristina Helena Pinto de Mello; Tamara H. Natale de Moraes</i></p> <p>220. The impact of using digital marketing tools for the strategic visibility of the organization: a study in social institutions in the municipality of Vagos <i>Susana MSR Fonseca; Filipe Duarte; Ana Guia; Eduarda Martins; Ana Branca Carvalho</i></p> <p>231. Sistemas Computacionais de Aprendizagem <i>Cristiane Domingos de Aquino Teixeira; Marcelo Mendonça Teixeira; Ivaldir Honório de Freitas Júnior; Sidney Marlon Lopes de Lima</i></p>
Auditorium	

<p>ROOM 2</p> <p>pwd: icited25on</p>	<p>Session 14 - Virtual Presentation TEACHING STRATEGIES Chair: Mikel Ugando Peñate</p> <p>55. Webinars, a mass training strategy during COVID-19 pandemic contingency at Mexico-IPN <i>Vladimir Avalos-Bravo; Jorge Toro-González; Carolina Socorro Cruz-Miranda</i></p> <p>98. Bridging Academia and Heritage: the Creation of Cultural Routes as a Teaching Strategy <i>Laura Tallone; Sara Pascoal</i></p> <p>105. Academic and professional tutoring in the teaching practicum: an analysis of perceptions and strategies <i>Alexis Lizana-Verdugo; Karla Campaña; Marisol Muñoz-Cruz</i></p> <p>145. Exploring mathematics teachers' knowledge: an analysis based on the KTMT model and the use of different models of graphing calculators <i>Maria do Carmo Botelho; Helena Rocha</i></p> <p>151. Technological integration and interdisciplinarity: The role of teachers' professional knowledge <i>Tânia Coelho; Helena Rocha</i></p> <p>202. Application of Augmented Reality in the Practical Teaching of Electrical Machines and Industrial Control <i>Diego Javier Barba Chérrez; Andrea Libertad Alarcón Ortiz; Amanda Elizabeth Naranjo Villacis; Gabriel Alejandro Vaca Ortega</i></p>
<p>ROOM 3</p> <p>pwd: icited25on</p>	<p>Session 15 - Virtual Presentation LEARNING ENVIRONMENTS Chair: Eusébio Costa</p> <p>85. Exploring Digital Systems within Engineering Learning Environments <i>Isabel Pinto; Helena Brás; Amélia Caldeira; Isabel Figueiredo; Alexandra Gavina; Ana Júlia Viamonte; Alzira Faria</i></p> <p>94. The influence of interactive and multimedia content on the teaching-learning process of university students <i>Renato Mauricio Toasa Guachi</i></p> <p>110. Opportunities and challenges of modelling sea level rise: a learning experience with preservice elementary teachers in Chile <i>Darío González; Dorothy White</i></p> <p>133. Error as a key element inherent to learning <i>Juana Magnolia Burelo Burelo; María Alejandrina Almeida Aguilar; Rubén Jerónimo Yedra; José L. Gómez Ramos</i></p> <p>134. School Theater in the Oral Expression of the English Language in High School Students <i>Kevin Mario Laura-De La Cruz; Leslie Joan Palza-Chamorro; Pilar Valeria Zapana-Aguilar; Adriana Luque-Ticono; Mirian Karina Valle-Castro; Deisy Elizabeth Valle-Castro</i></p> <p>183. Assessing Digital and Info-Communication Competencies in Higher Education: a Blended Approach for e-Learning Environments <i>Joana Correia; Susana Henriques</i></p> <p>186. How to learn about social media through digital science fiction narratives: The case of Black Mirror's Nosedive episode <i>Cristián Londoño-Proañó</i></p>
<p>ROOM 4</p> <p>pwd: icited25on</p>	<p>Session 16 - Virtual Presentation CHALLENGES IN HIGHER EDUCATION Chair: Paulino Silva</p> <p>24. How can AI improve the data quality in higher education systems? A Systematic Literature Review <i>Dora Simões</i></p> <p>71. Effectiveness of Predictive Learning Analytics to Improve Retention in Higher Education <i>Iván Suazo; Alain Chaple-Gil</i></p> <p>89. Analysis of the relationship between teaching methods in distance education and academic quality in higher education in Ecuador <i>Daniela Bonilla; Aracelly Fernanda Nuñez Naranjo; Tania Morales-Molina; Sylvia Mariela Rivera Simba</i></p> <p>131. Motivations and Key Factors in International Mobility in Higher Education <i>Isabel Maria Lopes; Marina Inês Caseiro Martins; Paula Odete Fernandes</i></p> <p>136. Academic Tourism and International Mobility in Higher Education <i>Isabel Maria Lopes; Marina Inês Caseiro Martins; Paula Odete Fernandes</i></p> <p>198. Perceptions towards interculturality in higher education <i>María Carmen Colmenárez Mujica; Gabriel David Castro Colmenárez</i></p> <p>229. Communication and Gender in the Communication Departments of Public Higher Edu. Institutions of Porto City <i>Adriana Oliveira; Paulo Ferreira; Rui Castanho; Rita Estrada; Anabela Mesquita; Carla Sousa</i></p>

13:00 - 14:00	Lunch - Praiamar Natal Hotel & Convention
14:00 - 16:30	Session 17 - Face-to-face PEDAGOGICAL & DIDACTICAL INNOVATIONS Chair: Ana Branca Carvalho
ROOM 1 pwd: icited25on Auditorium	<p>41. Psychological Capital and Metacognition as Drivers of Academic Engagement: Investigating the Impact of Program Modality <i>Juan Carlos Armijos; Jesus Juyumaya; Katherin Arrua; Cristian Torres-Ochoa</i></p> <p>42. A metodologia de ensino Aprendizagem Baseada em Problemas para o desenvolvimento do Letramento, do Raciocínio e do Pensamento Estatístico <i>Mateus Augusto Ferreira Garcia Domingues; Guataçara dos Santos Junior</i></p> <p>54. Designing Academic Trajectories in Higher Education: A Personalized Approach to Address Student Diversity <i>Ariel La Paz; Mónica Stambuk</i></p> <p>65. Inteligência Artificial Generativa no Ensino Superior: desafios, oportunidades e implicações pedagógicas <i>Ana Vieira; Anabela Mesquita</i></p> <p>121. Open Innovation Model in Higher Education environments in Ecuador: Case of Loja, a university city <i>Milton Labanda-Jaramillo; Jailander Michael Briceño Ontaneda</i></p> <p>263. Matriz de Priorização de Projetos: Uma Abordagem em Business Intelligence e Avaliação Multicritério no SEBRAE/RN <i>José Alfredo F. Costa, Ana Maria Fonseca Ubarana, Maiza Pinheiro Dantas, Alinne Priscilla Dantas da Silva, David Xavier de Souza Góis</i></p>
ROOM 2 pwd: icited25on	<p>Session 18 - Virtual Presentation DIGITAL TECHNOLOGIES IN EDUCATION Chair: Inês Veiga Pereira</p> <p>37. Optimizing Digital Communication Strategies for a Small Luxury Fashion Business <i>Luciana Oliveira; Sara Almeida; Célia Tavares; Susana Pinto; Manuel Silva</i></p> <p>38. Reinventing Luxury: Digital Communication Strategies and Consumer Engagement in Jacquemus <i>André Marques; Luciana Oliveira; Arminda Sequeira; Célia Tavares; Manuel Silva</i></p> <p>43. Ethics in communication through digital animation <i>José-Luis Férez-Vergara; Charo Vergara-Ronquillo; Lilian Molina; Andrés Pereira-Reinosa; Jaime Espinosa-Izquierdo; Camila Clery; Mariana Avilés; Ángel Matamoros; Arturo Clery</i></p> <p>111. Digital Entrepreneurship and E-commerce: Synergies, Challenges, and Opportunities in the Era of Digital Transformation <i>Inês Pereira; Susana Pinto; Ângelo Gomes; Sílvia Oliveira</i></p> <p>132. Digital profile of the tourist in Tabasco: Habits, preferences, and use of technologies in the travel experience <i>Crecencio de Jesús Carranza González; Gerardo Arceo Moheno; Guillermo de los Santos Torres; Eric Ramos Méndez; Pablo Payró Campos</i></p> <p>147. Digital Communication in Universities: Age and Gender in Student Engagement <i>Tania Morales-Molina; Diana Morales-Urrutia; María Telenchana; Iván Á Lizano; Byron Naranjo; Lorena R Badillo</i></p> <p>191. The Digital Transformation of the Television Industry <i>Cristián Londoño-Proañó</i></p>
ROOM 3 pwd: icited25on	<p>Session 19 - Virtual Presentation QUALITY & PERFORMANCE EDUCATION Chair: Milena Carvalho</p> <p>78. Intercultural physical education: a bibliometric analysis of a developing subject area <i>Gerardo Fuentes-Vilugrón; Roberto Lagos-Hernández; Mikel Pérez-Gutiérrez; Carlos Cobo-Corrales; Carlos Arriagada-Hernández; Felipe Caamaño-Navarrete; Daniella Landeros-Guzmán</i></p> <p>107. Web usability: A perception of university students from the end user through heuristic Evaluation <i>Fausto Ernesto Orozco Iguasnia; Mikel Ugando Peñate; Edgar Efrain Obaco Soto; Jhery Fernando Alarcón Morillo; Reinaldo Armas Herrera; Angel Alexander Higuerey Gómez; Elvia Rosalía Inga-Llanez; Pierina D'Elia Di Michele; Byron Vinicio Lima Rojas</i></p> <p>108. Optimization and Standardization of Didactic Modules for Automation Laboratory Practices: Design and Specifications <i>José Félix Chávez Jácome; Edgar González; Edgar Vicente Vivanco Herrera; Jonathan Moises Cahuasqui Molina</i></p> <p>125. Analyzing the Generalization Process of Fourth Graders in a Functional Thinking Context <i>Romina Narvárez; María D. Torres; María C. Cañadas</i></p>

	<p>135. Pathways to a Successful PhD Journey: A Dual Perspective from Student and Supervisory Team <i>Rúben Pinhal; Ana Estima; Paulo Duarte</i></p> <p>203. Computational Thinking in Primary School Students Using Scratch <i>Miguel Rodríguez; Luis Puebla; Eduardo Puraivan; Mauricio Gamboa; Connie Cofré-Morales; Karina Huencho-Iturra; Andrea Vergara; Gamal Cerda; Eugenio Chandía</i></p> <p>232. Principles of neuroeducation in the educational thought of José Martí. The children's magazine "The Golden Age" <i>Norma Molina Prendes; Betty Pastora Alejo; Mayra Bustillos; Yolvi Quintero</i></p>
ROOM 4	<p>Session 20 - Virtual Presentation RESEARCH IN EDUCATION SECTOR Chair: Paula Peres</p>
pwd: icited25on	<p>79. Solidaridad para la Convivencia y la Formación Ciudadana: contribución desde el pensamiento de Richard Rorty. Un estudio de caso en estudiantes de Educación Básica de una Universidad de Santiago de Chile <i>Andres Lagos</i></p> <p>109. Social media: an anxiety trigger or depression relief? <i>Cristiano Mineiro Branco de Araujo; Ana Isabel Damião de Serpa Arruda Moniz; Suzana Nunes Caldeira; Osvaldo Dias Lopes Silva</i></p> <p>124. Understanding Dropout in Postgraduate Education: Challenges and Institutional Responses <i>Joana Fernandes</i></p> <p>154. Experiences: financial education Escape Room - The Money Family <i>Diana Afonso; Elza Mesquita; Ana Maria Pereira</i></p> <p>160. Organizational Development Strategies in Generation Z and Millennials in a Current Particular Educational Institution in the Metropolitan District of Quito 2025-2026 <i>Dayana Lizeth Cueva Maldonado; Héctor Sebastián Pérez Manosalvas; Betty Pastora Alejo</i></p> <p>173. Science Fiction in Science Education: A Systemic Review <i>Cristián Londoño-Proañó; Verónica Pérez</i></p> <p>188. The podcast as an educational tool: The case of Motivo de Consulta <i>Cristián Londoño-Proañó; Irina Freire-Muñoz; Luis Iriarte-Pérez</i></p>
16:30 - 17:00	<i>CoffeBreak</i>
17:00 - 19:00	<p>Session 21 - Virtual Presentation RESEARCH IN INFORMATION COMMUNICATION TECHNOLOGIES Chair: Sandro Carvalho</p>
ROOM 2	<p>49. Security and Privacy Implications in IPv6 Networks: A Comprehensive Analysis <i>Nuno Galego; Rui Pascoal</i></p> <p>58. Disruption of the Ecuadorian Tax System. Tax-Tech as an Innovation Engine <i>Lorena Muquis; William Artega; Christian Vaca</i></p> <p>74. Technical considerations for the deployment of 5G networks in heritage environments: analysis of the case of Quito <i>Nelson Santiago Pérez Herrera; Diego Fernando Villamarin Zapata</i></p> <p>88. Factory I/O applied to cloud monitoring of an industrial communication network for virtual distributed systems <i>Edwin D. Salazar-Jácome; Martha E. Salazar-Jácome; José J. De la Torre-Guzmán; José F. Chávez-Jácome</i></p> <p>170. Applications of Language Models and Computer Vision for Natural Capital Accounting: Challenges and Opportunities in Achieving SDG 15 <i>Luis Pinuer; Isabel Torres; Humberto Borges</i></p> <p>187. Strengthening perimeter and endpoint infrastructure with open source SIEM platform Wazuh <i>Cesar Cruz-Toscano; Iván Andocilla-Oleas; Tannia Mayorga-Jácome; Henry Vivanco-Herrera</i></p> <p>224. Analysis of the Impact of VR and AR Technologies in Italian Cultural Contexts <i>Assia Liberatore; Ana Elisa Sousa; Paula Cardoso; Sónia Pais</i></p> <p>66. Recognition of Emotional Stress in the Valence-Arousal Plane using EEG Signals and Machine Learning <i>Myriam Hernandez-Alvarez; Jefferson Sanchez-Vivanco</i></p>
ROOM 3	<p>Session 23 - Virtual Presentation PERFORMANCE SYSTEMS IN EDUCATION Chair: Helena Costa Oliveira</p>
pwd: icited25on	<p>25. Performance of the investment portfolio in the financial panorama by sectors in Ecuador <i>Tania Morales-Molina; Ximena Morales-Urrutia; Ana Córdova Pacheco; Verónica Verdesoto Guaman</i></p>

	<p>26. The economic-fiscal performance of the real estate, business and rental activities sector in Ecuador <i>Tania Morales-Molina; Ximena Morales-Urrutia; David Ortíz Roman; Nicole Landa Tite</i></p> <p>48. Business Intelligence in the self-assessment processes of a higher education institution <i>Pierre Desfrancois</i></p> <p>51. The digital divide as an influential factor in college achievement <i>Luis Manuel Juárez López; Martha Patricia Silva Payró; Rubicel Cruz Romero</i></p> <p>73. Educational Chatbots and Academic Performance: A Systematic Review of Student Outcomes in Online and Hybrid Higher Education <i>Iván Suazo; Alain Chaple-Gil</i></p> <p>164. Design of a comprehensive job performance evaluation model based on the 360° method for a telecommunications company <i>Ana Lucía Chamorro Benavides; Héctor Sebastián Pérez Manosalvas; Betty Pastora Alejo</i></p> <p>262. Análisis de accesibilidad en un parque natural de Medellín-Colombia: la percepción de las personas con discapacidad visual <i>Liliana González-Palacio; John Mario García-Giraldo; Mauricio González-Palacio; Santiago Rodríguez; Laura Ortiz; Juan Pablo Valencia</i></p>
<p>ROOM 4 pwd: icited25on</p>	<p>Session 24 - Virtual Presentation RESEARCH IN DIFFERENT SCIENTIFIC AREAS Chair: Luis Sardinha</p> <p>62. Evaluation of the mechanical properties of M303 steel heat treated between 800 and 900 °C with tempering between 350 and 500 °C using tensile and hardness tests <i>Luis C. Juiña-Quilachamin; Joe Lomas; Andres Velasco; Victor H. Cabrera-Moreta</i></p> <p>118. Frequency, Severity, Accident Rates, and Hazardous Incident Reporting and Their Relationship with Fatal Accidents in Mining in Peru (2010-2023) <i>Jorge Luis Tomás Florez Salas; Elizabeth Marina Ramos Saira; Nataniel Mario Linares Gutiérrez; Bertha Silvana Vera Barrios; Víctor Yapuchura Platero; Carlos Eduardo Joo García</i></p> <p>119. Strategies for Environmental Mining Management in Peru: A cross-cutting approach towards 2030 <i>Jorge Luis Tomás Florez Salas; Elizabeth Marina Ramos Saira; Nataniel Mario Linares Gutiérrez; Bertha Silvana Vera Barrios; Víctor Yapuchura Platero; Carlos Eduardo Joo García</i></p> <p>190. Interrelationship between the code of ethics, Rules of labor coexistence and the violet law: an approach towards the construction of spaces free of violence <i>Amparo Moraima Arias Jami; Héctor Sebastian Pérez Manosalvas; Betty Pastora Alejo</i></p> <p>225. “Casa Comum”: A complementary analysis <i>Bárbara Barbosa; Daniela Teixeira; Karen Santos; Adalmiro Pereira; Tânia Teixeira</i></p> <p>227. Zombie companies in the furniture sector in Portugal - Application of Altman’s Z-score <i>Adalmiro Pereira; Tânia Teixeira</i></p> <p>240. Effective protection or just formality: Critical evaluation of protection measures in violence against women: A systematic review <i>Belen Delgado Tuero; Yolanda Maribel Mercedes Chipana Fernández; Juan Carlos Negro Balarezo; Rui Alexandre Castanho; Rodrigo Franklin Frogeri; Edwin Vegas Gallo; Fabricio Pelloso Piurcosky</i></p>
<p>20:00 - 23:00</p>	<p>Gala Dinner - NAU Frutos do Mar RN</p>

DAY 3: SATURDAY 12 OF JULY - 08:00 TO 17:00

08:00 - 18:00

Social Program - Tibau do Sul, Pipa and Ponta Negra Tour

