Conducting Research on Eco-innovation and Circular Economy in SMEs

December 9-10th 2021

Faculty of Social Sciences

Campus de Cuenca-Universidad de Castilla-La Mancha, Avenida Alfares, 44, 16002, Cuenca.

THURSDAY 9th DECEMBER 2021

16:00 OPENING OF THE CONFERENCE

Francisco Sáez Martínez (Vice-Rector for Economy and Co-director for the Chair of Circular Economy)
Ricardo Martínez Cañas (Dean of the School of Social Sciences in Cuenca)
Cristina Díaz García (Co-chair of the conference, ECSB Spain Vicepresident)

16:15 KEYNOTE 1 (ONLINE)

Alberto Aragón-Correa (Univ. Granada): "THE EFFECTS OF MANDATORY AND VOLUNTARY REGULATORY PRESSURES ON FIRMS' ENVIRONMENTAL STRATEGIES"

17:00 KEYNOTE 2 (ONLINE)

Rodrigo Lozano (Univ. Gavle): "CIRCULAR ECONOMY: THEORIES, PRACTICE AND A HOLISTIC FRAMEWORK"

17:45 COFFE BREAK

18:15-19:40 FIRST SESSION OF PAPERS- LITERATURE REVIEW AND MODELS PROPOSAL

Chair: Francisco José Sáez Martínez

➤ 18:15-18:35 "MEASURING CIRCULARITY IN THE TOURISM SECTOR: ARE WE ON THE RIGTH DIRECTION?" **Sonia Medina-Salgado, Eva-María Mora-Valentín, Marta Ortiz-de-Urbina-Criado, Rocío González-Sánchez (University Rey Juan Carlos, Spain).**

➤ 18:35-18:55 "EXPLORING THE EVOLUTION OF CIRCULAR ECONOMY RESEARCH: A THIRTEEN-YEAR REVIEW" **Alberto Alcalde, Francisco Sáez y Pablo Ruiz (Urban Forest Innovation Lab UFIL and University of Castilla La Mancha, Spain)**

➤ 18:55-19:15 "THE ROLE OF CIRCULAR ECONOMY & TECHNOLOGY ORIENTATION IN FIRM'S PERFORMANCE" **Juan Jaime Arroyave (CES University, Colombia)**

➤ 19:15-19:35 "GREEN ENTREPRENEURSHIP & SUSTAINABLE ECONOMIC GROWTH: A HYPOTHETICAL MODEL" **Muhammad Salman Shabbir (Dhofar University, Oman)**

20:30 DINNER

FRIDAY 10th DECEMBER 2021

9:00-10:00 SECOND SESSION OF PAPERS- BENEFITS FROM CIRCULAR ECONOMY THROUGH INDUSTRIAL APLICATIONS

Chair: Juan Francisco Rodríguez Romero

➢ 9:00-9:20 "ENERGY EFFICIENCY AND CIRCULAR ECONOMY IN AUTOMOBILE INDUSTRY OF OMAN" **Mohammed Bait Ali Sulaiman (Dhofar University, Oman)**

➢ 9:20-9:40 "MAKING CIRCULAR THE LIFE CYCLE OF POLYURETHANE FOAMS" **Jesús del Amo León, Ana Mª Borreguero and Juan Francisco Rodríguez (University of Castilla La Mancha, Spain)**

➢ 9:40-10:00 "EFFECT OF PROCESS VARIABLES ON THE MICROCELLULAR FOAMING OF TPU USING SUPERCRITICAL" **P. Belmonte, J. M. García-Vargas, J. F. Rodríguez and M. J. Ramos (University of Castilla La Mancha, Spain)**

10:00-11:00 THIRD SESSION OF PAPERS- CIRCULAR ECONOMY BUSINESS MODELS

Chair: Mª Carmen Cuerva Narro

➢ 10:00-10:20 **"**ECO-DESIGN IN CIRCULAR BUSINESS MODELS: THE TRADE-OFF BETWEEN ECONOMIC AND ENVIRONMENTAL PERFORMANCE**" Ángela Triguero, Lourdes Moreno and Francisco Sáez (University of Castilla La Mancha, Spain)**

➢ 10:20-10:40"THE EFFECT OF CIRCULAR ECONOMY ADOPTION ON FIRM PERFORMANCE: BUSINESS LEADERSHIP AND CIRCULARITY" **David Córcoles and Ángela Triguero (University of Castilla La Mancha, Spain)**

➢ 10:40-11:00 "ENGAGING IN ECO-INNOVATION: THE IMPACT OF HAVING A CIRCULAR BUSINESS MODEL" **Cristina Díaz, Ángela González and Francisco Sáez (University of Castilla La Mancha, Spain)**

11:00-11:15 COFFEE BREAK (in the room)

11:15-12:00 FOURTH SESSION OF PAPERS: ECOINNOVATION WITH A MULTICOUNTRY PERSPECTIVE

Chair: Mª Cristina Díaz García

➢ 11:15-11:35 "PUBLIC DISCLORSURE OF OPEN ECO-INNOVATION: A CROSS-COUNTRY STUDY" **Phaninee Naruetharadhol, Helen McGuirk and Aisling C. Lenihan (Munster Technological University, Ireland)**

➢ 11:35-11:55 "WHAT DETERMINES ECO-INNOVATION WORLDWIDE? AN ANALYSIS FOR DEVELOPED ECONOMIES" **Silvia Donis, Jaime Gomez Villaescuerna and Idana Salazar (University of La Rioja, Spain)**

12:00-13:00 FIFTH SESSION OF PAPERS: ECOINNOVATION IN AGRICULTURE AND BIOECONOMY

Chair: Ángela Triguero Cano

➢ 12:00-12:20 "DETERMINANTS OF SUSTAINABLE ENTREPRENEURSHIP IN THE BIOECONOMY" Maria **Urbaniec (UEK University of Economy Krakow, Poland)**

➢ 12:20-12:40 "ENVIRONMENTAL & ECONOMIC COST OF ANALYSIS OF SOLAR PHOTOVOLTAIC, DIESEL & HYBRID WATER PUMPING SYSTEMS. FOR AGRICULTURAL IRRIGATION IN RWANDA: CASE STUDY OF BUGESERA DISTRICT" **J.B. Rutibabara (Rwanda)**

➢ 12:40-13:00 "ECO-INNOVATION AND ENVIRONMENTAL PROACTIVITY IN WINE SECTOR. A STUDY OF SPANISH FAMILY BUSINESS" **Marcos Carchano, Inmaculada Carrasco and Ángela González (University of Castilla La Mancha, Spain)**

13:00-13:15 WRAP-UP SESSION AND CLOSURE