

8th

International Academic and Professional Congress on

HEAPPS INHERS

***"Communication, happiness, economy and innovation:
Analysis of entrepreneurial ecosystems with a gender
perspective"***

**Editors: Carmina Jambrino Maldonado, Carlos De las Heras Pedrosa, Pedro
Cuesta-Valiño and Rafael Ravina-Ripoll**

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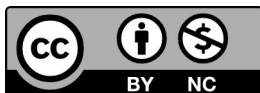
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8th International Academic and Professional Congress on Happiness "Communication, happiness, economy and innovation: Analysis of entrepreneurial ecosystems with a gender perspective"

On behalf of International University Network of Happiness we are pleased to announce that the University of Málaga has been hosted the 8th International Academic and Professional Congress on Happiness in November 2024. This is an annual in-person (and virtual) event organized by universities from the network aiming a friendly atmosphere and working environment for the presentation and discussion of the latest scientific and practical advances in the fields of economics of happiness, corporate wellbeing, happiness management, consumer happiness, consumer emotions and organizational communication (taking into account that also other contributions from other related disciplines in these knowledge fields are welcome). It also provides a chance for productive meeting, encouragement of collaborative projects and nurturing of international cooperation networking.

Topics discussed during the event:

TRACK1: Entrepreneurial ecosystems, emotions and happiness

- Happiness Management in startups
- Emotions and Leadership Communication
- Entrepreneurship and organizational wellbeing
- Sentiment analysis in the management of organizations
- Neuro entrepreneurship and gender.
- Other topics related to entrepreneurial ecosystems, emotions and happiness

TRACK 2: Happiness, emotions and wellbeing

- Happiness management
- Consumer happiness and consumer emotions
- Economics of happiness
- Welfare economics and indicators
- History of wellbeing
- Marketing and happiness
- Other topics related to happiness, emotions and wellbeing



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All the presentations were evaluated by an International Scientific Committee of professors, without any conflict of interest arising from the fact that they were directors or tutors of any of the participants. This committee was formed in this edition by:

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22. Business ethics, corporate social responsibility, business training and innovative behavior as predictors of employee happiness

Victor Mercader, CETYS University
(victor.mercader@cetys.mx)

Esthela Galván-Vela, CETYS University
(esthela.galvan@cetys.mx)

Mario Alberto Salazar-Altamirano, Autonomous University of Tamaulipas
(mario_salazar_altamirano@hotmail.com)

Rafael Ravina-Ripoll, University of Cádiz
(rafael.ravina@uca.es)

Abstract: This research analyzes the impact of personal and social ethics, business training, corporate social responsibility and innovative behavior on happiness at work and personal happiness, with the aim of exploring how these interrelated variables affect work well-being and its extension to the personal sphere. Coming from 97 academic studies by different authors, the analysis of the study variables was carried out and their relationships were found, creating the theoretical framework. The study is based on a sample of 323 employees, all of them university graduates, who work in the industrial and organizational sector. Quantitative approach. The first hypothesis (H1), which proposed a positive relationship between personal ethics and happiness at work, was confirmed. The second hypothesis (H2), which proposed a positive relationship between social ethics and happiness at work, was not supported by the data. The third hypothesis (H3), which proposed a positive relationship between innovative behavior and happiness at work, was rejected. The fourth hypothesis (H4), which proposed a positive relationship between business training and happiness at work, was confirmed. The fifth hypothesis (H5), which proposed a positive relationship between social responsibility and happiness at work, was confirmed. The sixth hypothesis (H6), which postulated a positive relationship between happiness at work and personal happiness, was the most robust of all. Organizations that invest in the ethical and professional growth of their workers not only improve happiness at work, but also the overall happiness of their employees. Specific geographic and cultural context, focused on the industrial sector of Baja California, Mexico

Keywords: Business, Ethics, Social Responsibility, Business, Training, Innovation, Behavior, Employee, Happiness.