



TheSustainImpact

INTERNATIONAL CONFERENCE 2026

PROGRAMME BOOKLET

Hosted from Lisbon, Portugal • April 14-16, 2026 • Online

TheSustainImpact International Conference 2026



TheSustainImpact®

International Conference 2026

Programme Booklet

14–16 April 2026

Online event

All times shown in Lisbon, Portugal

Beyond Promises. Toward Proven Sustainability.

Turning education, innovation and business strategy into measurable impact.

Conference Highlights

- International conference connecting academia, industry, and innovation communities
 - Featured presentations and expert-led panel discussions
 - MyCite research track with 35 accepted papers
 - Poster spotlight sessions for extended research visibility
 - Publication and dissemination pathway linked to conference participation
 - Cross-sector engagement across sustainability, ESG, circular economy, and digital transformation
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Contact

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Welcome

Welcome to **TheSustainImpact® International Conference 2026**.

Hosted from Lisbon, Portugal and delivered online from 14 to 16 April 2026, the conference brings together contributors from academic, professional, and innovation-focused environments for a structured programme of presentations, panels, and research sessions.

The conference is built around the idea of moving sustainability discussions toward practical application. It provides a space where research insights, strategic thinking, and applied experience can be shared in a focused and accessible format.

The programme reflects a combination of invited contributions and research presentations, offering both expert perspectives and emerging work across a range of sustainability-related topics.

We are pleased to welcome all speakers, presenters, and participants and hope this conference provides a valuable and engaging experience.

Conference Objectives and Programme Structure

TheSustainImpact® International Conference 2026 has been designed as a structured platform for dialogue, visibility, and collaboration across sustainability-related research and practice. Its purpose is not only to host presentations, but also to create meaningful exchange between academic work, professional insight, innovation-driven practice, and publication-oriented dissemination.

The conference aims to:

- connect academic research with real-world application and implementation
- create space for exchange between universities, industry professionals, entrepreneurs, and innovation communities
- highlight sustainability through practical, interdisciplinary, and cross-sector perspectives
- provide visibility for invited speakers, conference presenters, MyCite authors, and poster contributors
- support international participation across diverse institutional and professional contexts
- strengthen dissemination opportunities through both conference proceedings and publication-linked research pathways

Programme Structure

Featured Presentations

Featured sessions bring forward invited speakers and selected conference presenters whose work reflects academic depth, strategic insight, and practical relevance across sustainability, circular economy, ESG, education, entrepreneurship, and innovation.

Panel Discussions

The conference includes moderated panel sessions designed to bring together different professional and academic perspectives in a shared discussion format.

MyCite Research Presentations

A major component of the programme is the MyCite-linked research stream, which includes accepted conference papers presented across dedicated sessions. The accepted-paper documentation associated with the conference confirms a set of 35 accepted papers, giving this stream substantial weight within the overall event.

Poster Spotlight Sessions

Poster spotlight sessions provide additional visibility for research contributions and broaden participation within the programme. These sessions complement the MyCite stream and help ensure wider representation of topics and authors across the conference.

Closing and Recognition Session

The final conference day is structured around reflections, awards, future opportunities, and participant discussion, giving the programme a clear and professional conclusion.

Together, these elements shape a programme that brings together invited expertise, panel discussion, and research presentation in a structured and coherent conference format.

Publication and Dissemination Opportunities

TheSustainImpact® International Conference 2026 supports dissemination through more than one pathway, reflecting the different forms of contribution represented in the programme.

Conference Proceedings

Accepted conference abstracts are published through the **TheSustainImpact Conference Proceedings Series (ISSN 3051-7362)**. This proceedings platform provides a formal record of conference participation and supports visibility for featured presentations, conference presenters, poster contributors, and other accepted abstract-based contributions linked to the event.

This proceedings layer is especially important for contributors whose role in the programme is part of the broader conference presentation structure rather than the MyCite full-paper stream. It strengthens the conference's identity as both a live event and a documented scholarly platform.

MyCite-Linked Research Pathway

Alongside the conference proceedings, the programme also includes a **MyCite-linked research stream** built around accepted papers presented in dedicated sessions. The acceptance documentation connected to the conference confirms 35 accepted papers within this track.

MyCite refers to the Malaysian Citation Index, which operates as a national indexing platform under the Ministry of Higher Education Malaysia and supports the visibility and accessibility of scholarly publications, particularly in the Malaysian and wider Southeast Asian academic context.

As part of the conference structure, selected papers are supported through a partner publication pathway linked to the MyCite research stream. This provides participating authors with an extended dissemination opportunity beyond the live conference programme.

A Dual Dissemination Model

Taken together, these two pathways give the conference a stronger publication and visibility framework:

- **Conference proceedings** for accepted abstracts and conference-level contributions
- **MyCite-linked paper dissemination** for the accepted full-paper stream

This dual structure strengthens the conference by supporting both broad participation and more formal publication and dissemination pathways.

Programme Overview

The programme for **TheSustainImpact® International Conference 2026** is organised across three conference days and combines invited expertise, panel discussion, conference presentation, MyCite research sessions, poster spotlight contributions, and a structured closing segment.

The first two days focus on the core conference programme, including featured sessions, panel discussions, research presentation blocks, and poster spotlight sessions. These sessions bring together invited speakers, conference presenters, MyCite contributors, and panel participants across a range of sustainability-related themes.

The third day is designed as a lighter closing segment, with space for conference reflections, awards, future opportunities, and final participant discussion. This structure gives the conference a clear and professional progression from opening sessions and knowledge exchange to recognition and closing reflection.

Across the programme, topics include sustainability transitions, ESG, circular economy, entrepreneurship, education, digital transformation, strategy, innovation, and applied implementation. The resulting format is both academically grounded and professionally relevant, reflecting the conference's cross-sector orientation.

For ease of reference, all programme timings are shown in Lisbon, Portugal time. The conference runs on the following schedule across key time zones:

Date	Lisbon	Beijing / Kuala Lumpur / Singapore	Dubai	US Eastern Time
14 April 2026	09:00–15:00	16:00–22:00	12:00–18:00	04:00–10:00
15 April 2026	09:00–15:00	16:00–22:00	12:00–18:00	04:00–10:00
16 April 2026	09:30–11:00	16:30–18:00	12:30–14:00	04:30–06:00

14 April 2026, Tuesday

09:00 – 09:20	Login and Technical Access
09:20 – 09:30	Welcome and Opening Shervin Hamedani Founder and Conference Organizer, TheSustainImpact®
09:30 – 10:00	Opening Keynote Dr. Jude Kurniawan Adjunct Lecturer, National University of Singapore and Singapore Management University <i>"Using Participatory Systems Mapping to Navigate the Complexity of Sustainability Transition"</i>
10:00 – 11:00	Panel 1: AI and its Impact on ESG Moderator Dr. Marco Enzo Bagheri Adjunct Professor, ISAG, Porto, Portugal; Researcher, CICET-FCVC, Porto, Portugal Speakers Professor Svitlana Sousa Ostapenko Professor, IPAM, Porto, Portugal Nuno Pinto Gonçalves Co-Founder and Chief Executive Officer, Emitu, Porto, Portugal Miguel Cardoso Business Development and Digital Growth Specialist, Serviceform, Portugal
11:00 – 11:05	Short Break
11:05 – 11:50	MyCite Presentation Session 1 Qin Shuyang <i>"From Cultural Heritage to Circular Economy: How Startups Recombine Local Resources and Digital Tools for Sustainable Growth"</i> Zhu Xi <i>"Integrating SDGs into Chinese Higher Education: Practices and Insights"</i> Zeng Chen <i>"A Social Cognitive Conceptual Framework of Career Aspiration in Product Design Education"</i> Eliga Rezaie <i>"From Physical to Digital: Rethinking Scale Models in Malaysian Property Marketing"</i>
11:50 – 12:10	Poster Spotlight Session 1 Deng Liangcheng <i>"The Moderating Role of Individual Differences: Theoretical Pathways of How Incentive Mechanisms Influence Learning Motivation"</i> Fan Guosheng <i>"Digital Virality and Rural Heritage: The Paozhutang Case"</i> Li Chengcang <i>"Research on the Integration Strategy of Innovation and Entrepreneurship Education and Professional Education in Universities"</i> Qi Gang <i>"Media Enabled by Artificial Intelligence Generated Content as Public Pedagogy for Heritage Education"</i> Shu Yu <i>"Theoretical and Practical Pathways of Artificial Intelligence Empowering Development of Primary School Physical Education Teachers"</i> Tan Siew Heong

	<p><i>"Women's Leadership in Malaysian Independent Chinese Secondary Schools: Navigating Challenges, Employing Strategies, Shaping Educational Outcomes"</i></p> <p>Xu Xin <i>"Sustainable Development of Youth Sports Talent Cultivation in China under Sports-Education Integration: A Multi-Governance Perspective"</i></p>
12:10 – 12:40	Break
12:40 – 12:55	<p>Conference Presentation</p> <p>Chung York Wei UNITAR International University, Kuala Lumpur, Malaysia <i>"Fostering Sustainable Entrepreneurial Intention in Gen Z: The Moderating Role of Government Policy and Mediating Role of Business Opportunity Recognition"</i></p>
12:55 – 13:10	<p>Conference Presentation</p> <p>Aysha Youssef Business School, Teesside University, Middlesbrough, United Kingdom <i>"Digitally Enabled Governance for Sustainable Public Sector Innovation: Integrating Strategic Agility and Policy Transformation"</i></p>
13:10 – 13:50	<p>MyCite Presentation Session 2</p> <p>Mao Yanyi <i>"Integrating Artificial Intelligence Generated Content into Environmental Design Education: A Conceptual Analysis of a Sichuan Residential Space Course"</i></p> <p>Fu Jindi <i>"AIGC Empowerment of Film and Television Advertising Animation Creation and Coordinated Development of Sichuan's Animation Industry"</i></p> <p>Zheng Yongxin <i>"Analysis of Physical Fitness Test Data and Optimization Strategies for Public Aerobic Gymnastics Elective Courses"</i></p> <p>Xun Zhuo <i>"Unravel the Interplay of Self-Efficacy, Emotions, and Identity in Beijing's Pre-Service Music Teachers"</i></p>
13:50 – 14:00	<p>Poster Spotlight Session 2</p> <p>Xu Jiao <i>"UNESCO's Strategies and Practices for Advancing Teachers' Digital Competence: A Global Education Governance Perspective"</i></p> <p>Zhang Haibo <i>"Mechanisms of Digital Platform Empowerment for the Sustainable Development of Sichuan's Food Industry"</i></p> <p>Zhou Xuan <i>"Linking Family and School Support to Emotional Health Through Psychological Resilience: Evidence from Sichuan Undergraduates"</i></p>
14:00 – 14:05	Short Break
14:05 – 14:30	<p>Conference Presentation</p> <p>Professor Nichole Hugo Professor, Eastern Illinois University, Charleston, Illinois, United States <i>"Sustainability That Sticks: Turning Education into Real-World Impact"</i></p>
14:30 – 15:00	<p>Featured Presentation, Closing Session</p> <p>Professor Victor Tavares Coordinator Professor, ISAG, Porto, Portugal; Senior Researcher, CICET-FCVC, Porto, Portugal <i>"Surfing the Tsunami of New Technologies"</i></p>

15 April 2026, Wednesday

09:00 – 09:20	Login and Technical Access
09:20 – 09:30	Welcome and Opening Shervin Hamedani Founder and Conference Organizer, TheSustainImpact®
09:30 – 09:50	Opening Keynote Professor Tomás B. Ramos Full Professor, NOVA School of Science and Technology, NOVA University Lisbon, Caparica, Portugal; Centre for Environmental and Sustainability Research (CENSE), Portugal <i>"Circular Economy Practices in the Public Sector: From Strategy to Implementation"</i>
09:50 – 10:10	Featured Presentation Dr. Farima Noravesh Sessional Lecturer, RMIT University, Melbourne, Victoria, Australia <i>"From ESG Data to Financial Impact: Making Climate Risk Decision-Useful"</i>
10:10 – 10:30	Featured Presentation Professor Liliana Lousinha Alves Professor, IPAM, Porto, Portugal <i>"Culture as the Fourth Pillar of Sustainability"</i>
10:30 – 10:35	Short Break
10:35 – 11:25	MyCite Presentation Session 3 Zheng Jiahui <i>"Breaking Through and Limitations of Existing Frameworks for SDG4: A Critical Review of Studies Related to Learning Motivation"</i> Wang Yan <i>"A Conceptual Framework Explaining How Big Data-Integrated Teaching Enhances Sustainable Landscape Design Competence"</i> Dai Ziyang <i>"Probing Faculty Cognitions: A Systematic Review of AI Integration, Perceived Benefits, and Ethical Challenges in Chinese Primary Teacher Education"</i> Chen Weiping <i>"The Impact of Higher Modern Education on Jingdezhen Ceramic Industry"</i>
11:25 – 12:00	Poster Spotlight Session 3 Wang Keyong <i>"The Influence of Family Support, Physical Education Content, Student Participation, and Teaching Methods on the Psychological Development of Undergraduate Students"</i> Lan Xi <i>"Integrated Piano Performance and Pedagogy Instruction for Sustainable Undergraduate Piano Education: A Conceptual Framework for Enhancing Performance"</i> Jiang Jialiang <i>"Orchestral Teachers' Technology Adoption and Its Association with Innovative Behavior for Sustainable Music Education"</i> Yang Jianxin <i>"Cognitive Development and Decision Making: Developing Tactical Decision-Making Skills in Basketball Through Game-Based Learning Approaches"</i> Zhao Yun <i>"Academic Apathy in Higher Education: A Study of Student Disengagement"</i>

	<p>Xu Jianfei <i>"The Impact of Intangible Cultural Heritage Theatre Integration on University Students' Learning Outcomes: The Mediating Role of Aesthetic Engagement"</i></p> <p>Liu Qianyu <i>"Conceptualizing the Effects of an Action-Oriented Teaching Method on Practical Performance in a Higher Vocational Seed Quality Testing Technology Course"</i></p> <p>Wang Jun <i>"Extracurricular Activities and Sustainable Employability in Chinese Higher Education"</i></p>
12:00 – 12:30	Break
12:30 – 13:30	<p>Panel 2: Entrepreneurship and Sustainability</p> <p>Moderator Dr. Marco Enzo Bagheri Adjunct Professor, ISAG, Porto, Portugal; Researcher, CICET-FCVC, Porto, Portugal</p> <p>Speakers Dr. Jorge Pereira Campos Researcher in AI, Psychology, and Human Development, Portugal</p> <p>Assistant Professor Alexandra França Universidade de Vigo, Spain</p> <p>Verónica Belchior Project Manager, Circular Economy and Sustainability, Impact Hub Lisbon, Lisbon, Portugal</p>
13:30 – 14:00	<p>Keynote (Video Contribution) Professor Teresa J. Kennedy <i>"Inclusion and the Role of Women in Science"</i></p>
14:00 – 14:50	<p>MyCite Presentation Session 4</p> <p>Qi Jiawei <i>"Light as a Catalyst: Enhancing Sustainable Visual Aesthetic Education for Photographers"</i></p> <p>Jin Lili <i>"Acculturation of Ethnic Minority University Students in China: A Narrative Literature Review"</i></p> <p>Lu Jun <i>"The Development of Physical Education Major in China Under the Background of Normal Majors Certification: A Narrative Literature Review"</i></p> <p>He Xiaoye <i>"Advancing Art Students' Creativity through Studio-Based Pedagogy and Formative Feedback: A Conceptual Perspective from Sichuan, China"</i></p> <p>Luo ShaoYang <i>"AI Acceptance in New Media Teaching Among Lecturers in Chongqing China"</i></p>
14:50 – 15:00	Closing of Day 2

16 April 2026, Thursday

09:30 – 09:35	Welcome and Closing Note
09:35 – 09:50	Conference Reflections and Key Takeaways
09:50 – 10:00	Best Presentation Award
10:00 – 10:10	Best Poster Award
10:10 – 10:20	Future Conference and Publication Opportunities
10:20 – 10:30	Final Remarks and Official Closing
10:30 – 11:00	Final Q&A and Participant Discussion (Optional) Participants may raise questions or share reflections. The conference team will follow up with speakers where needed.

Conference Speakers and Contributors

Professor Tomás B. Ramos

Full Professor, NOVA School of Science and Technology, NOVA University Lisbon, Portugal, and Senior Researcher, Centre for Environmental and Sustainability Research (CENSE), Portugal



Opening Keynote

Professor Tomás B. Ramos is a Full Professor at NOVA School of Science and Technology, NOVA University Lisbon, Portugal, and a senior researcher at the Centre for Environmental and Sustainability Research (CENSE). His research focuses on sustainability assessment and management, including sustainability indicators and reporting, circular economy, impact assessment, public sector organisations, stakeholder engagement, and transdisciplinary collaborative approaches.

He is included in the World's Top 2% Scientists ranking, a study coordinated by John Ioannidis at Stanford University, and is widely recognised for his contribution to sustainability assessment and planning research. He has published extensively in these fields and is associated with leading work on sustainability indicators and sustainability management in the public sector.

He also holds prominent editorial roles in the field, serving as Executive Editor of the Journal of Cleaner Production and Editor-in-Chief of Cleaner Production Letters. In addition, he has served as guest editor of several journal special issues and as a member of editorial boards connected to sustainability, business strategy, and development research.

Professor Teresa J. Kennedy

Professor, The University of Texas at Tyler, United States, and Former Assistant Vice President for International Programs and Senior International Officer



Keynote (Video Contribution)

Professor Teresa J. Kennedy, Ph.D., is an internationally recognised academic leader in science education, global engagement, and inclusive learning. She is Professor at The University of Texas at Tyler and has held senior leadership roles there, including Assistant Vice President for International Programs and Senior International Officer, where she led international strategy, academic partnerships, and cross-institutional initiatives.

She has also held multiple leadership roles within NASA's GLOBE Program, supporting international collaboration in science education across more than 100 partner countries. Her work brings together inclusive education, teacher development, and global scientific engagement, with a strong emphasis on building meaningful partnerships across institutions, cultures, and learning communities.

In addition to her leadership and teaching roles, she has contributed extensively through publications, international collaborations, and academic initiatives spanning science education, bilingual/ELL education, and global learning. Her profile reflects a strong combination of academic leadership, international outreach, and sustained commitment to education with broader societal impact.

Dr. Jude Kurniawan

Adjunct Lecturer, National University of Singapore and Singapore Management University, Singapore



Opening Keynote

Dr. Jude Kurniawan is a sustainability educator and researcher with a PhD in Geography from the University of Waterloo, Canada. His work focuses on sustainability transitions, urban transformation, complexity science, and strategic foresight, with particular emphasis on how institutions, technologies, and human behaviour interact in complex systems.

His research and teaching sit at the intersection of policy, systems thinking, social-ecological resilience, and socio-technical transition. Across international contexts, he has worked on themes including energy transitions, low-carbon pathways, urban foresight, and systems modelling.

Through his academic and applied work, Dr. Jude Kurniawan contributes to advancing sustainability thinking by combining interdisciplinary analysis with forward-looking approaches to policy, planning, and systemic transformation.

Dr. Marco Enzo Bagheri

Adjunct Professor, Director of Bachelor Degree in Management & Global Online MBA, ISAG - European Business School, Porto, Portugal & Research Center in Business Sciences and Tourism (CICET-FCVC), Porto, Portugal



Panel Moderator

Dr. Marco Enzo Bagheri is an academic and strategy professional with international experience across marketing, branding, and entrepreneurship. He serves as an Adjunct Professor and Director of the Bachelor Degree in Management and the Global Online MBA at ISAG - European Business School, and is also affiliated with the Research Center in Business Sciences and Tourism (CICET-FCVC), Porto, Portugal.

In addition to his academic roles, he works as a startup coach and is the founder and host of the Values Beyond Time Podcast, where he explores themes related to business, innovation, and personal development. He is also a member of the editorial team of the Journal of Sustainable Innovation and Impact.

He holds a PhD in Marketing and Strategy and has extensive experience across sectors including education, ICT, luxury, digital experience, and retail. His work focuses on bridging academic insight with real-world business application, supporting organisations and entrepreneurs in strategic marketing, brand development, and market positioning. At the conference, he also contributes by moderating and guiding panel discussion across academic and professional perspectives.

Professor Liliana Lousinha Alves

Professor at IPAM Porto – Marketing Business School, Portugal, Invited Professor at ISCAP – Polytechnic of Porto, and Program Director of the Master in Global Business at IPAM Porto



Featured Speaker

Professor Liliana Lousinha Alves has 15 years of experience bridging the business world and higher education. She has participated in several projects supported by European funding, including the Acceleration of Technology Transfer and Internationalization project in the Galicia–North Portugal Euroregion, as well as the creation of a postgraduate programme in Management, Sustainability, and Quality for Small and Medium Enterprises in Central America, validated and implemented in Costa Rica, Panama, Guatemala, Nicaragua, El Salvador, and Honduras.

Her work includes mentoring in project-based learning courses, supervising internships, and delivering corporate training in marketing, strategic management, and talent management through innovative methodologies.

She holds an MSc in Marketing and Strategic Management, a PhD in Economics and Business, and a postdoctoral specialisation in Innovation Transfer in the Blue Biotechnology Economy. She has published in several scientific journals, is a member of scientific committees for various conferences, and serves as a reviewer for RAUSP Management Journal and Technology Analysis & Strategic Management, both indexed in the Web of Science.

Professor Victor Tavares

Coordinator Professor, ISAG – European Business School, Porto, Portugal, and Senior Researcher at a Research Centre in Business Sciences and Tourism (CICET-FCVC), Porto, Portugal



Featured Speaker

Professor Victor Tavares is a seasoned academic and business strategist with over 30 years of experience in brand management, SME growth, and digital transformation. He currently serves as a Coordinator Professor at ISAG and is a senior researcher at CICET-FCVC, a research centre in business sciences and tourism in Portugal.

His work focuses on how emerging technologies, including artificial intelligence, the metaverse, and automation, are reshaping entrepreneurship and sustainability. He has supervised numerous master's theses in areas such as AI-driven marketing, circular economy, and consumer behaviour.

In addition to his academic work, he is a regular contributor to leading economic press, where he writes on artificial intelligence, transhumanism, and the future of work. He is also the author of several books, including *Brand Management: An Entrepreneurial Approach for SMEs to Win in Global Markets*, and has published extensively on brand strategy, digital presence, and sustainable business models.

Dr. Farima Noravesh

Sessional Lecturer, RMIT University, Melbourne, Victoria, Australia



Featured Speaker

Dr. Farima Noravesh is an academic and sustainability professional specialising in accounting, corporate finance, ESG, and sustainability reporting. She holds a PhD in Business, with research focused on the quality of corporate disclosures and their impact on capital markets.

Her experience spans academia, consulting, and industry. She teaches business students across sustainability, strategy, finance, and governance at RMIT University, and has worked in ESG-focused roles across reporting, disclosure, due diligence, materiality assessment, and sustainability strategy. Her background also includes advisory and governance contributions in the healthcare sector, as well as previous experience with EY in sustainability consulting.

In addition to her academic and professional work, she is part of the editorial team of the Journal of Sustainable Innovation and Impact. Recognised with multiple international awards, her work focuses on translating sustainability data into decision-useful financial insight and strengthening the link between reporting, strategy, and organisational decision-making.

Assistant Professor Alexandra França

Assistant Professor, Universidade de Vigo, Vigo, Spain, and Researcher, REDE – Research in Economics, Energy, and the Environment



Panel Speaker

Assistant Professor Alexandra França is an academic working at the intersection of business strategy and environmental sustainability. She is a member of the REDE research group (Research in Economics, Energy, and the Environment) at the Universidade de Vigo.

Her research focuses on how firms respond to the challenges of climate change, decarbonisation, and sustainable performance, with particular attention to the limitations of traditional “business as usual” approaches in the context of the climate crisis.

Her work explores the organisational and strategic factors that can drive, or hinder, more ambitious climate action, contributing to ongoing discussions on value creation, value capture, and the evolving role of business in sustainability transitions.

Professor Svitlana Sousa Ostapenko

Professor, IPAM Porto – Marketing Business School, Portugal



Panel Speaker

Professor Svitlana Sousa Ostapenko holds a PhD in Management from the University of Porto and a PhD in Cultural Studies from Taurida National Vernadsky University, Ukraine, with a background in International Economics and Management.

Her research interests include cross-cultural studies, business strategy, cluster dynamics, marketing, and international business. With over 10 years of professional experience, including as Head of Research at CICET-FCVC, she has led projects on tourism, sustainability, and market analysis, and has coordinated international conferences.

Since 2020, she has taught in the areas of business strategy and macroeconomics, and is currently a Professor at IPAM Porto. She has a strong international academic profile and is fluent in multiple languages.

Dr. Jorge Pereira Campos

Researcher in AI, Psychology, and Human Development, Portugal



Panel Speaker

Dr. Jorge Pereira Campos is a researcher and educator working at the intersection of artificial intelligence, psychology, and human behaviour. He holds a PhD from the University of St Andrews and an MSc in Health Psychology focused on neurodiversity from the University of Strathclyde.

His work explores how AI technologies are reshaping cognition, attention, and human development, particularly among younger populations. Through his academic and applied work, he engages with questions around learning, behaviour, and the long-term implications of technology on individuals and society.

In addition to his research, he works directly with students, families, and institutions, supporting the understanding and navigation of AI within educational and developmental contexts.

Nuno Pinto Gonçalves

Co-Founder and Chief Executive Officer, Emitu, Porto, Portugal



Panel Speaker

Nuno Pinto Gonçalves is an entrepreneur with experience across multiple industries, combining engineering expertise with business leadership. He holds a degree in Electrical and Computer Engineering, a postgraduate qualification in Renewable Energy, and an MBA from Porto Business School.

He has held leadership roles in both industrial and service-sector organisations, with a focus on business development and operations. His work spans energy, digital transformation, and organisational performance.

He is currently Co-Founder and Chief Executive Officer of Emitu, a start-up focused on accelerating digital transformation through Internet of Things solutions, with particular emphasis on energy management and operational optimisation.

Miguel Cardoso

Business Development and Digital Growth Specialist, Serviceform, Portugal



Panel Speaker

Miguel Cardoso is a senior consultant specialising in sales and marketing automation within digital transformation contexts with a focus on sustainable impact. With over 20 years of experience, he has supported organisations and public institutions in improving efficiency, productivity, and growth through the implementation of advanced technologies and AI-driven processes.

His work centres on designing and implementing automated workflows and digital strategies that enhance performance while aligning with evolving organisational and sustainability objectives. He brings a strong combination of strategic insight and practical execution across business development, digital systems, and process optimisation.

Through his professional activities, he contributes to enabling organisations to adapt to digital change, improve operational effectiveness, and build more scalable and future-oriented business models.

Verónica Belchior

Project Manager, Circular Economy and Sustainability, Impact Hub Lisbon, Portugal



Panel Speaker

Verónica Belchior is a sustainability professional working at the intersection of circular economy, social innovation, and community-driven impact. She currently serves as Project Manager for Circular Economy and Sustainability at Impact Hub Lisbon, where she leads and facilitates initiatives focused on collaboration, learning, and systemic change.

Her background combines academic and practical experience in sustainability, development, and non-formal education. She has worked on projects supporting youth engagement, social innovation, and community development, contributing to the design and implementation of programmes that connect environmental and social dimensions.

Her work is guided by a systems perspective, recognising the interconnection between natural and social systems, and emphasising the role of collaboration in creating more resilient and sustainable futures.

Conference Presentations and Proceedings Contributions

This section presents selected conference contributions that form part of the wider scholarly and professional programme of **TheSustainImpact® International Conference 2026**. These presentations extend the conference beyond keynote, featured, and panel formats while remaining part of the event's formal academic record.

The accepted abstracts of these contributions are included in TheSustainImpact Conference Proceedings Series (ISSN 3051-7362), strengthening the conference's role as both a live platform for exchange and a documented venue for scholarly dissemination.

Together, these presentations add further international perspective to the programme and reinforce the conference's cross-sector character across education, business, innovation, and sustainability.

Professor Nichole Hugo

Professor, Eastern Illinois University, Charleston, Illinois, United States

"Sustainability That Sticks: Turning Education into Real-World Impact"

Aysha Youssef

Business School, Teesside University, Middlesbrough, United Kingdom

"Digitally Enabled Governance for Sustainable Public Sector Innovation: Integrating Strategic Agility and Policy Transformation"

Chung York Wei

UNITAR International University, Kuala Lumpur, Malaysia

"Fostering Sustainable Entrepreneurial Intention in Gen Z: The Moderating Role of Government Policy and Mediating Role of Business Opportunity Recognition"

MyCite Accepted Papers Directory

No.	Paper Title	Full Author List	Format	Presenter / Lead Author
1	The Impact of Higher Modern Education on Jingdezhen Ceramic Industry	Chen Weiping; Siti Kausar Binti Zakaria	Presentation	Chen Weiping
2	Probing Faculty Cognitions: A Systematic Review of AI Integration, Perceived Benefits, and Ethical Challenges in Chinese Primary Teacher Education	Dai Ziyang; Syeda Rabia Tahir	Presentation	Dai Ziyang
3	The Moderating Role of Individual Differences: Theoretical Pathways of How Incentive Mechanisms Influence Learning Motivation	Deng Liangcheng; Siti Kausar Binti Zakaria; Deng Chenyu	Poster Spotlight	Deng Liangcheng
4	Digital Virality and Rural Heritage: The Paozhutang Case	Fan Guosheng; Qi Gang	Poster Spotlight	Fan Guosheng
5	AIGC Empowerment of Film and Television Advertising Animation Creation and Coordinated Development of Sichuan's Animation Industry	Fu Jindi; Washima Che Dan	Presentation	Fu Jindi
6	Advancing Art Students' Creativity through Studio-Based Pedagogy and Formative Feedback: A Conceptual Perspective from Sichuan, China	He Xiaoye; Syeda Rabia Tahir	Presentation	He Xiaoye
7	Acculturation of Ethnic Minority University Students in China: A Narrative Literature Review	Jin Lili; Subadrah Madhawa Nair	Presentation	Jin Lili
8	Research on the Integration Strategy of Innovation and Entrepreneurship Education and Professional Education in Universities	Li Chengcang; Siti Kausar Zakaria	Poster Spotlight	Li Chengcang
9	The Development of Physical Education Major in China Under the Background of Normal Majors Certification: A Narrative Literature Review	Lu Jun; Washima Che Dan	Presentation	Lu Jun
10	Integrating Artificial Intelligence Generated Content into Environmental Design Education: A Conceptual Analysis of a Sichuan Residential Space Course	Mao Yanyi; Washima Che Dan	Presentation	Mao Yanyi
11	Media Enabled by Artificial Intelligence Generated Content as Public Pedagogy for Heritage Education	Qi Gang; Mohd Sofi Bin Ali; Zhou Haoran	Poster Spotlight	Qi Gang
12	Light as a Catalyst: Enhancing Sustainable Visual Aesthetic Education for Photographers	Qi Jiawei; Sarfraz Aslam; Lan Jie	Presentation	Qi Jiawei

13	From Cultural Heritage to Circular Economy: How Startups Recombine Local Resources and Digital Tools for Sustainable Growth	Qin Shuyang; Sharareh Shahidi Hamedani	Presentation	Qin Shuyang
14	Theoretical and Practical Pathways of Artificial Intelligence Empowering Development of Primary School Physical Education Teachers	Shu Yu; Nurul Aisyah Kamrozzaman	Poster Spotlight	Shu Yu
15	Women's Leadership in Malaysian Independent Chinese Secondary Schools: Navigating Challenges, Employing Strategies, Shaping Educational Outcomes	Tan Siew Heong; Fatimah Dinna	Poster Spotlight	Tan Siew Heong
16	The Influence of Family Support, Physical Education Content, Student Participation, and Teaching Methods on the Psychological Development of Undergraduate Students	Wang Keyong; Syeda Rabia Tahir	Poster Spotlight	Wang Keyong
17	UNESCO's Strategies and Practices for Advancing Teachers' Digital Competence: A Global Education Governance Perspective	Xu Jiao; Sarfraz Aslam	Poster Spotlight	Xu Jiao
18	Cognitive Development and Decision Making: Developing Tactical Decision-Making Skills in Basketball Through Game-Based Learning Approaches	Yang Jianxin; Yu Jin Ng	Poster Spotlight	Yang Jianxin
19	A Social Cognitive Conceptual Framework of Career Aspiration in Product Design Education	Zeng Chen; Mohd Al Mahdi Bin Hussain	Presentation	Zeng Chen
20	Mechanisms of Digital Platform Empowerment for the Sustainable Development of Sichuan's Food Industry	Zhang Haibo; Faridah Binti Hj Hassan; Hou Hongmei	Poster Spotlight	Zhang Haibo
21	Academic Apathy in Higher Education: A Study of Student Disengagement	Zhao Yun; Chandran Abraham	Poster Spotlight	Zhao Yun
22	Breaking Through and Limitations of Existing Frameworks for SDG4: A Critical Review of Studies Related to Learning Motivation	Zheng Jiahui; Subadrah Madhawa Nair	Presentation	Zheng Jiahui
23	Analysis of Physical Fitness Test Data and Optimization Strategies for Public Aerobic Gymnastics Elective Courses	Zheng Yongxin; Siti Kausar Zakaria	Presentation	Zheng Yongxin
24	Linking Family and School Support to Emotional Health Through Psychological Resilience: Evidence from Sichuan Undergraduates	Zhou Xuan; Syeda Rabia Tahir	Poster Spotlight	Zhou Xuan

25	Integrating SDGs into Chinese Higher Education: Practices and Insights	Zhu Xi; Sarfraz Aslam	Presentation	Zhu Xi
26	Unravel the Interplay of Self-Efficacy, Emotions, and Identity in Beijing's Pre-Service Music Teachers	Xun Zhuo; Mohd Sofi Ali	Presentation	Xun Zhuo
27	Integrated Piano Performance and Pedagogy Instruction for Sustainable Undergraduate Piano Education: A Conceptual Framework for Enhancing Performance	Lan Xi; Che Fatimah Dinna	Poster Spotlight	Lan Xi
28	Orchestral Teachers' Technology Adoption and Its Association with Innovative Behavior for Sustainable Music Education	Jiang Jialiang; Che Fatimah Dinna	Poster Spotlight	Jiang Jialiang
29	Conceptualizing the Effects of an Action-Oriented Teaching Method on Practical Performance in a Higher Vocational Seed Quality Testing Technology Course	Liu Qianyu; Che Fatimah Dinna	Poster Spotlight	Liu Qianyu
30	A Conceptual Framework Explaining How Big Data-Integrated Teaching Enhances Sustainable Landscape Design Competence	Wang Yan; Che Fatimah Dinna; Wang Haiyan; Li Zhiying	Presentation	Wang Yan
31	Extracurricular Activities and Sustainable Employability in Chinese Higher Education	Wang Jun; Nasser Salimi Aghbolagh	Poster Spotlight	Wang Jun
32	The Impact of Intangible Cultural Heritage Theatre Integration on University Students' Learning Outcomes: The Mediating Role of Aesthetic Engagement	Xu Jianfei; Nasser Salimi Aghbolagh	Poster Spotlight	Xu Jianfei
33	Sustainable Development of Youth Sports Talent Cultivation in China Under Sports-Education Integration: A Multi-Governance Perspective	Xu Xin; Nasser Salimi Aghbolagh	Poster Spotlight	Xu Xin
34	AI Acceptance in New Media Teaching Among Lecturers in Chongqing China	Luo ShaoYang; Edward Devadason	Presentation	Luo ShaoYang
35	From Physical to Digital: Rethinking Scale Models in Malaysian Property Marketing	Eliga Rezaie	Presentation	Eliga Rezaie

About TheSustainImpact®

TheSustainImpact® is an independent platform connecting academic research, industry practice, and innovation-driven initiatives to support measurable progress in sustainability. It brings together researchers, professionals, and institutions across sectors to facilitate knowledge exchange, applied insights, and cross-disciplinary collaboration.

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The platform also supports academic publishing through the *Journal of Sustainable Innovation and Impact (JSII)*, providing a structured pathway for research dissemination and engagement with emerging sustainability challenges.

Conference Organizer

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Managing Editor, *Journal of Sustainable Innovation and Impact (JSII)*

Researcher, CENSE, Portugal; NOVA University Lisbon, Portugal; Sines Nexus Project, Instituto Politécnico de Setúbal, Portugal



His professional background combines international experience across public and private sector environments with work spanning strategic initiatives, complex transformation contexts, and knowledge-driven projects across different industries and regions, including East and Southeast Asia as well as Portugal. This includes involvement in government-linked platforms, large-scale digital and transformation initiatives, and more recent sustainability and research-linked work connected to Portugal, including the Sines Nexus project.

Alongside this, he has published more than 100 industry articles, has also co-authored peer-reviewed academic publications, and serves as Managing Editor of the *Journal of Sustainable Innovation and Impact (JSII)*, supporting publication development and research dissemination in areas related to sustainability, innovation, and real-world impact.

Final Remarks and Contact

TheSustainImpact® International Conference 2026 has brought together speakers, presenters, authors, and participants from different academic and professional contexts for a shared programme of dialogue, exchange, and dissemination. The conference reflects a collective commitment to advancing sustainability through research, practice, and cross-sector engagement.

We thank all speakers, presenters, contributors, and participants for their involvement and contribution to the programme.



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