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PREFACE

IVO HRISTOV¹

The issues of sustainable development and green practices have received increased attention in recent decades. One of the world's most important mandatory sustainability initiatives is the European Union's new Corporate Sustainability Reporting Directive (CSRD). The CSRD seeks to standardize sustainability performance disclosures by organizations so that they clearly address environmental, social, and governance factors. This is intended to enhance the consistency and quality of publicly available data and to accelerate the move towards more sustainable business models throughout the European Union (Hristov & Searcy, 2024).

The CSRD focuses on reporting related to a company's business model and strategy, policies, governance, time-bound targets, indicators, and due diligence processes related to sustainability. While reporting concerns detailed public disclosures at periodic intervals, the CSRD's broad requirements have clear implications for measurement, which is reflected in its references to targets and indicators, and management, which is reflected in its references to policies, strategy, and governance, among other issues. Thus, the motivation for the CSRD goes beyond making sustainability reporting mandatory; rather, it is to provoke development on a large-scale sustainable transition plan (ESRS 1 General requirements, 2023). It provides insight into the challenges and opportunities from the dual perspective of planning and compliance (Hristov & Searcy, 2024). For instance, in the last decade, more and more companies are moving towards a strategic approach designed to integrate environmental considerations into their strategies. Since the Gond *et al.* (2012) framework on the integration of Sustainability Control Systems (SCSs)

¹ University of L'Aquila, Italy.

and “regular” Management Control Systems (MCSs) of the organizations, growing attention was attributed to this critical theme. While MCSs are traditionally designed to address financial goals, their limited scope often hinders their ability to support sustainability objectives. Conversely, SCSs aim to align organizational strategies and operations with sustainability concerns. Although many organizations have embraced sustainability rhetoric in their mission statements and external reporting, the integration of corporate sustainability and management accounting practices remains a challenge. This also implies insights on understanding of accounting as a social, institutional or behavioral practice. Although challenging, these changes can make organizations more resilient and engender more flexible attitudes and new business behaviors that need to be studied and analyzed.

In this research context, the 3rd Conference on Business Research and Management (CBR&M) aims to discuss the most important business and organizational implications of the “CSRD novelty” and the future challenges that public and private organizations will face in the coming years.

The 3rd Conference on Business Research and Management (CBR&M) was organized by the University of Cuenca – La Mancha, University of L'Aquila and the University of Rome Tor Vergata.

The event took place on January 16th and 17th, 2025, on-site at the University of Cuenca – La Mancha, but also allowing the participants to join online. At the end of the promotional window, 72 Extended Abstracts

(EAs) were collected, and 60 were accepted for presentation. The EAs are theoretical, conceptual, and empirical contributions to accounting, business research and management.

In total, the number of authors was 117. The Institution distribution of corresponding authors was the following: Universidad de Castilla – La Mancha (8 EAs); University of Rome “Tor Vergata” (6 EAs); Ss. Cyril and Methodius University of Skopje (1 EA); University of Foggia (2 EAs); University “Ss. Cyril and Methodius” University in Skopje (1 EAs); Polytechnic University of Valencia (1 EA); D’Annunzio

University of Chieti–Pescara (1 EA); University of Alicante (1 EA); University of Extremadura (1 EA); Universidade de Vigo (1 EA); University of Málaga (2 EAs); University of Belgrade (1 EA); Universidad Industrial de Santander, Colombia (2 EAs); Rey Juan Carlos University, Madrid (2 EAs); Rey Juan Carlos University, Madrid (6 EAs); Universitat Politècnica de València, Alcoy (4 EAs); University of L'Aquila (2 EAs); Luarasi University, Tirane (1 EA); Universidad Politècnica de Madrid (2 EAs); Hochschule Fresenius, Berlin (1 EA); Government College of Engineering & Leather Technology, India (1 EA); Faculty of Economic Science, University of Algiers (1 EA); Georgian Technical University (2 EAs).

The country distribution of corresponding authors' institutions was: Italy (12 EAs); Albania (6 EAs); Spain (21 EAs); Colombia (2 EAs); North Macedonia (2 EAs); Turkey (1 EA); Germany (1 EA); Serbia (1 EA); Algeria (1 EA); India (1 EA); Georgia (1 EA).

This synthesis demonstrates that the Conference reached an international audience, forming a solid basis for future editions.

During the days of the Conference, two *lectio magistralis* were delivered:

- Noelle OConnor – Leads the National Teaching and Learning (SATLE–funded) initiative on embedding Education for Sustainable Development (ESD). She delivers TUS's first Certificate in Embedding ESD in the Curriculum at Technological University of the Shannon (Ireland);
- Nicola Allocca – Chair of the Business at OECD Anticorruption Committee & Risk, Business Integrity & Resilience Director at Autostrade per l'Italia.

The Scientific Committee granted the best paper award to the following EAs: “Corporate Leverage and Financial Resilience in Emerging Markets: Exploring the Role of Market Conditions and Firm–Specific Dynamics (2009–2023)” (Author: Ardita Bylo); “The successful strategy of distributors in the Italian construction industry.

First insights from the 2007–2020 recession” (Authors: Francesca Mandanici and Fabrizio Berti).

The best reviewers were: Lorenzo Coronella (University of Rome Tor Vergata), Eriona Shtembari (University of New York Tirana).

Apart from the scientific ‘duties’, participants of the Conference could visit the city of Cuenca thanks to an organized tour. Participants had to know each other better at a social dinner on May 16th.

As publication opportunities, apart from this Conference Proceedings, were offered the following Special Issues:

- Special Issue of 3rd Business Research & Management (BRM) Conference: Towards A More Sustainable World, International Journal of Business Research Management (IJBRM);
- Emerging Issues in Reporting, Planning, and Controlling Corporate Sustainability. International Journal of Business Research Management (IJBRM);
- Innovating for Sustainability: Business and Management Strategies for a More Sustainable World, Cogent Business & Management Journal.

Finally, it is here reported the Conference Organization, which fully expresses its fulfillment for the overall experience of the Conference, especially the connections made and the reinforced friendship.

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THE UTILISATION OF ARTIFICIAL INTELLIGENCE TO CIRCUMVENT FOOD WASTE IN THE TOURISM INDUSTRY

JUAN-MANUEL AGUADO-GARCÍA¹, ALICIA OREA-GINER¹,
CARMEN DE-PABLO-SHEREDERO¹, SARA ALONSO-MUÑOZ¹

1. Objectives

Technologies associated with artificial intelligence (AI), including machine learning, can be employed to enhance the management of food waste (Ifham *et al.*, 2023). A substantial body of research spanning several decades has examined the adverse environmental consequences of food waste generated by tourism activities (Zhang *et al.*, 2011). Digital technologies are regarded as a catalyst and a significant enabler of the transition towards a circular economy and reduced waste in the tourism sector (Nassanbekova & Yeshenkulova, 2022).

The tourism industry, encompassing hotels, restaurants, and related services, significantly contributes to global food waste (Gretzel *et al.*, 2020). The United Nations Environment Programme's (UNEP) Food Waste Index Report 2024 indicates that the food service sector, which includes tourism-related services, accounts for approximately 27.56% of global food waste. This substantial proportion underscores the critical need for targeted interventions within the tourism sector to effectively mitigate food waste. Considering that previous literature has not specifically addressed the integration of AI as a solution to this issue, there is a research gap in exploring AI-driven strategies to enhance efficiency, reduce waste, and promote sustainability in the tourism industry.

The objective of this study is to conduct an exploratory analysis of literature on the application of artificial intelligence in the context of food-waste in the tourism sector. In addition, the study examines the evolution

¹ Rey Juan Carlos University, Madrid.

of the number of publications in this field, identifying the most productive and prolific journals and authors. This research addresses a significant gap in the existing literature, as no previous bibliometric studies have been conducted on these topics.

The following research questions are put forth for consideration:

- RQ1. What is the current state of knowledge in the field of artificial intelligence and food waste within the tourism sector?
- RQ2. How has the number of publications on artificial intelligence and food waste in the tourism sector evolved over time?
- RQ3. Which journals and articles have been most frequently cited?

Keywords: artificial intelligence, tourism, food waste, circular economy, sustainability.

2. Theoretical background

The application of artificial intelligence (AI) to analyse large data sets enables the formulation of recommendations for the automation and intelligent management of resources (Khan *et al.*, 2024). Consequently, strategies for the tourism sector can be developed as immersive technologies that facilitate efficient management while promoting the sustainability of the sector (Jia *et al.*, 2023; Pérez López *et al.*, 2024).

To illustrate, within the context of larger tourism establishments, it is not uncommon for food items to become spoiled within the refrigerators themselves. This is often due to the fact that the exhaustive control required to prevent such occurrences is often secondary to the already demanding workload of the workers. Technologies such as the Internet of Things (IoT) and machine learning tools have the potential to address this challenge (Kumar & Prashar, 2022).

3. Methodology

In this study, bibliometric methods have been employed to investigate the role of artificial intelligence (AI) in preventing food waste in the tourism sector. This analysis was conducted using the Web of Science