



Sinergie
SIMA
Management
Conference

Management and Sustainability.

Creating Shared Value
in the Digital Era

20-21 June 2019

Sapienza University of Rome

Via del Castro Laurenziano, 9



Società Italiana di
MANAGEMENT



SAPIENZA
UNIVERSITÀ DI ROMA



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THURSDAY JUNE 20



OPEN COFFEE

8.30

REGISTRATION

9.00-9.40

Aula Acquario

SINERGIE ITALIAN JOURNAL
OF MANAGEMENT REFEREE MEETING

9.40-10.30

Aula Acquario

MEET THE EDITOR / TIPS FOR PUBLISHING

Irene Henriques,
Co-Editor of Business & Society

Michael Haenlein,
ESCP Europe



Opening Sessions

Aula Magna Ezio Tarantelli

Piano 1

10.30-11.00 CONFERENCE
INTRODUCTION

Alberto Pastore - Conference Chair,
President SIMA

Federico Testa,
President Fondazione Cueim

WELCOME GREETINGS

Eugenio Gaudio,
Rector Sapienza Università di Roma
Fabrizio D'Ascenzo,
Dean Faculty of Economics Sapienza
Sergio Barile,
Director Dept. of Management Sapienza
Gaetano Aiello,
President Aidea
Riccardo Resciniti,
President SIM
Thomas Durand,
President EURAM
Morten Huse,
Board of governors AOM
Madeleine Barrows,
CEO British Academy of Management

11.00-12.00 KEYNOTE
SPEAKERS

Philip Kitchen,
Salford University Business School
"Marketing and Sustainability in the 21st
Century"

Irene Henriques,
Schulich School of Business
"Navigating Wicked Problems:
Do Businesses Have a Role?"

12.00-13.15 SIMA MEMBERS'
ASSEMBLY

13.15-14.15 LIGHT LUNCH



14.15-16.15 COMPARING BEST PRACTICES: LESSONS FROM COMPANY LEADERS

Aula Magna Ezio Tarantelli

PRESENTATIONS AND ROUND TABLE

Moderators:

Gennaro Sangiuliano, Director TG2

Marco Frey, Vice President SIMA

Participants:

Massimiliano Garri,

Director Innovation Technology ACEA

Giuseppe Zuliani,

Marketing Director CONAD

Francesca Magliulo,

Head of Sustainability and CSR EDISON

Renato Roca,

Marketing Director for South Europe FINDUS

Vincenzo Tundo,

Marketing and Trade Marketing Director

SAN BENEDETTO

Luca Torchia,

External Relations and Sustainability Director TERNA

16.30-18.30 Parallel sessions

- ▶ **Management and Sustainability. Creating shared value in the digital era**
- ▶ Strategic management and corporate governance
- ▶ Innovation and technology management
- ▶ Entrepreneurship
- ▶ International business
- ▶ Tourism and culture management
- ▶ Small and family business
- ▶ Retailing & service management
- ▶ Operations & supply chain
- ▶ Strategic communication
- ▶ Marketing

20.30-23.00 GALA DINNER

Chiostro del Bramante

Via Arco della Pace, 5 - Roma



FRIDAY JUNE 21

9.00-9.30 SIMA THEMATIC GROUPS MEETING

9.30-13.00 Parallel sessions

- ▶ **Management and Sustainability. Creating shared value in the digital era**
- ▶ Strategic management and corporate governance
- ▶ Innovation and technology management
- ▶ Entrepreneurship
- ▶ International business
- ▶ Tourism and culture management
- ▶ Small and family business
- ▶ Retailing & service management
- ▶ Operations & supply chain
- ▶ Strategic communication
- ▶ Marketing

13.00-14.00 LIGHT LUNCH



14.00-15.00 PLENARY SESSION

COMPANY KEYNOTE SPEAKER

Andrea Amico,
Senior Manager Pwc

SINERGIE ITALIAN JOURNAL OF MANAGEMENT: NEWS FROM THE JOURNAL

Gaetano Golinelli, Claudio Baccarani,
Former Editors in Chief

Marta Ugolini, Alberto Pastore,
Editor and Co-Editor in Chief

AWARD CEREMONY

Marta Ugolini, Gennaro Iasevoli,
Scientific Conference Coordinators

CONFERENCE CONCLUSION

13.00-15.00 SIMA POLLING STATIONS



SINERGIE SIMA MANAGEMENT CONFERENCE

PARALLEL SESSIONS

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PARALLEL SESSIONS: MANAGEMENT AND SUSTAINABILITY CREATING SHARED VALUE IN THE DIGITAL ERA

Piano Terra

Aula
6A
ITA

Innovazione e creazione di valore sostenibile

SESSION CHAIR : Marco Frey

- ▶ **FP** **Impatto socio-economico di una infrastruttura di ricerca: una metodologia di misurazione**
Melita Nicotra | Riccardo Papaleo | Giacomo Cuttone | Marco Romano
- ▶ **FP** **Modelli di business sostenibili orientati all'innovazione. Un'analisi esplorativa di un caso studio**
Maria V. Ciasullo | Paola Castellani | Chiara Rossato | Orlando Troisi
- ▶ **EA** **Innovazione sostenibile nel sistema moda: un'analisi dei livelli di certificazione**
Floriana Iannone | Alessandra De Chiara
- ▶ **EA** **Imprese della Moda 4.0 nella città di Roma**
Luna Leoni | Silvia Baiocco | Paola M.A. Paniccia

Piano Terra

Aula
6B
ITA

Consumare e decidere sostenibilmente

SESSION CHAIR : Riccardo Resciniti

- ▶ **FP** **Consapevolezza e sensibilità dei turisti per offerte di turismo sostenibile. Logiche di interpretazione ambientale per la valorizzazione delle aree naturali**
Silvia Pederzoli Giovanazzi | Federica Buffa | Pier Luigi Novi Inverardi | Umberto Martini
- ▶ **EA** **La co-creazione di conoscenza transdisciplinare per la sostenibilità: il contributo di modelli T-shaped**
Marialuisa Saviano | Silvia Cosimato
- ▶ **EA** **Approccio sostenibile e manifestazioni di brand hate nel contesto offline e online**
Marco Cioppi | Iaria Curina | Barbara Francioni | Elisabetta Savelli
- ▶ **EA** **Sostenibilità: al di là del facile consenso, la necessità di individuare policy concrete ed efficaci**
Vania Vigolo | Federico Testa
- ▶ **EA** **CSR communication in Asian context. An empirical analysis through the lens of the National Business Systems**
Francesca Conte | Claudia Covucci | Agostino Vollero | Alfonso Siano | Maria Giovanna Confetto

Sustainability and competitive strategy

SESSION CHAIR : Michael Haenlein

- ▶  **Marketing sustainable financial products to specific target segments; the case of the Italian market**
Alessandro Signorini | Gaetana Torosantucci
- ▶  **The coffee blogosphere as source of customer knowledge for sustainable practices in the coffee industry: a work-in-progress project**
Beatrice Ietto | Federica Pascucci | Gian Luca Gregori
- ▶  **Sustainable digital food trails. From the woods to my plate**
Minna Pura | Helena Liewendahl
- ▶  **SDGs and practical implication: mapping sustainable development goals at operational level in the energy sector**
Massimo Battaglia | Nora Annesi | Mario Calabrese | Marco Frey
- ▶  **Greening or merely washing the Marketing mix? The case of Italian SMEs**
Simonetta Pattuglia | Sara Amoroso
- ▶  **Environmental sustainability and consumers' preferences about delivery options in the context of e-commerce: evidence from a survey**
Valeria Belvedere

Sustainability and stakeholder engagement

SESSION CHAIR : Morten Huse

- ▶  **Female leadership effects on profitability and business growth**
Mariasole Bannò | Viola Nicolardi
- ▶  **Gender quota, women on boards and board tasks: the sanctions matter**
Sara De Masi | Agnieszka Słomka Gołębiowska | Andrea Paci
- ▶  **Not in our name! How fields react to stigma contagion: Italian co-ops facing a mafia scandal**
Francesca Capo | Riccardo Maiolini | Tommaso Ramus | Francesco Rullani
- ▶  **Anti-corruption disclosure in local public services**
Irene Buzzi | Ettore D'Ascoli

Collaborative economy and co-creation solutions

SESSION CHAIR : Gaetano Aiello

- ▶ **FP** **How to collaboratively create shared-value? The role of crowdfunding in NPOs**
Maria Carmen Laudano | Lamberto Zollo | Cristiano Ciappei | Vincenzo Zampi
- ▶ **FP** **Multi-sided platform: how digital technology supports collaborative action for sustainable development**
Gianluca Elia | Alessandro Margherita
- ▶ **EA** **New product co-creation through practice-based innovation: a case study**
Maria Carmela Annosi | Giacomo Marzi | Francesco Ciampi | Riccardo Rialti
- ▶ **EA** **Sharing economy and ethical economy: what's the matter? A case study of a digital native company**
Veronica Scuotto | Antonio Usai | Beatrice Orlando | Manlio Del Giudice

Industry 4.0 and sustainability

SESSION CHAIR : Andreas Kaplan

- ▶ **FP** **(How) Can industry 4.0 technologies support the circular economy?**
Valentina De Marchi | Eleonora Di Maria
- ▶ **FP** **The supply chain in the context of Industry 4.0: a qualitative analysis**
Mariacarmela Passarelli | Pietro De Giovanni | Alfio Cariola
- ▶ **EA** **The challenging transition from Industry 4.0 to Society 5.0: the role of open innovation and value co-creation.**
Barbara Aquilani | Michela Piccarozzi | Tindara Abbate | Anna Codini
- ▶ **EA** **Achieving environmental sustainability: the role of Industry 4.0 in industrial symbiosis processes**
Michela Piccarozzi | Cecilia Silvestri | Barbara Aquilani

Traiettorie di sviluppo e governance

SESSION CHAIR : Vincenzo Formisano

- ▶ **FP** **Le traiettorie di crescita internazionale e la presenza delle donne nei ruoli decisionali: un'indagine empirica sui CdA delle imprese italiane**
Mariasole Bannò | Giorgia Maria D'Allura | Alexandra Dawson
- ▶ **EA** **Dalla strategia all'azione: il trasferimento delle pratiche di sostenibilità nelle imprese multinazionali nel settore dell'ospitalità. Un progetto di ricerca**
Stefano Franco | Matteo Caroli
- ▶ **EA** **Grande distribuzione e responsabilità sociale di impresa. Un confronto internazionale**
Fabio Musso | Margherita Angioni
- ▶ **FP** **Robo-voting phenomena: an empirical analysis of institutional investors' voting and proxy advisors' recommendations**
Salvatore Esposito De Falco | Nicola Cucari | Sergio Carbonara | Konstantinos Sergakis
- ▶ **EA** **Diversità culturale e performance del team: il ruolo dell'eterogeneità dei valori nei team**
Federica Ceci | Francesca Masciarelli | Filippo Marchesani

WINE market, a field for sustainability

SESSION CHAIR : Giuseppe Bertoli

- ▶ **EA** **Innovation and tradition in the wine industry of Campania region**
Valentina Della Corte | Giovanna Del Gaudio | Fabiana Sepe | Mario Tani
- ▶ **EA** **Wine tourism segmentation: memorability, satisfaction and behavioural intentions of winery visitors in Australia**
Ester Napolitano | Marcello Atzeni | Giacomo Del Chiappa
- ▶ **FP** **Sources of wine brand authenticity in the digital era**
Michela Mingione | Mike Bendixen | Russell Abratt
- ▶ **EA** **Sustainable wine purchasing behavior in China: applying and extending the theory of planned behavior**
Nicola Cobelli | Mengjie Zhou



SIMA THEMATIC SESSIONS

Piano -1

Aula
9A
ITA**Entrepreneurship**

SESSION CHAIR : Roberto Parente

- ▶ **EA** **Human entrepreneurship: verso lo sviluppo di una scala di misurazione**
Antonio Botti | Chiara Crudele | Rosangela Feola | Roberto Parente | Massimiliano Vesci
- ▶ **EA** **L'influenza dei tratti personali dell'imprenditore sui livelli d'innovazione delle start-up: il ruolo moderatore del genere**
Simona Leonelli | Francesca Masciarelli
- ▶ **EA** **Rafforzare la cultura organizzativa attraverso la valorizzazione dell'heritage: un'indagine esplorativa sugli effetti in termini d'imprenditorialità interna**
Angelo Riviezzo | Antonella Garofano | Maria Rosaria Napolitano
- ▶ **EA** **Il ruolo della fairness nelle alleanze cooperative**
Anna Minà | Christian Lechner
- ▶ **EA** **Dalla Bottega "rinascimentale", modello di strategia identitaria per l'impresa di oggi, alla bottega digitale come modello di Community. Considerazioni preliminari per una ricerca**
Daniela Cavallo | Michela Maguolo | Gabriele Qualizza
- ▶ **EA** **Humane entrepreneurship: directions from selected Italian case studies**
Antonio Botti | Rosangela Feola | Antonella Monda | Roberto Parente | Massimiliano Vesci

Piano -1

Aula
9B
ITA**Tourism and culture management**

SESSION CHAIR : Amedeo Maizza

- ▶ **EA** **La catena del valore "all'opera": un'analisi della performance delle Fondazioni Lirico-Sinfoniche**
Matteo Cammalleri | Clementina Bruno | Giovanni Fraquelli | Roberto Zanola

- ▶ **EA** **Valorizzazione delle tradizioni locali e attrattività turistica: la festa del Maiorchino a Novara di Sicilia**
Sonia Caterina Giaccone | Marco Galvagno
- ▶ **EA** **Data governance e museo**
Filomena Izzo

Piano -1

**Aula
9B
ENG**

Innovation and technology management

SESSION CHAIR : Maria Colurcio

- ▶ **FP** **The rush for patents in the fourth industrial revolution: an exploration of patenting activity at the European patent office**
Mario Benassi | Elena Grinza | Francesco Rentocchini
- ▶ **EA** **Technology role in innovation ecosystem**
Cristina Caterina Amitrano | Marco Tregua | Francesco Bifulco

Piano 1

**Aula
4
ENG**

Tourism and culture management

SESSION CHAIR : Tonino Pencarelli

- ▶ **FP** **Smart Destinations: towards a more sustainable tourism industry**
Alfonso Vargas-Sanchez | Tindara Abbate | Mirko Perano
- ▶ **EA** **Gli hotel e la gestione del passaparola online: un'analisi empirica**
Linda Gabbianelli | Tonino Pencarelli
- ▶ **EA** **Business Models for Sustainability (BMfs) in the sharing economy
Emerging platforms in accommodation service**
Martina Nannelli | Mariangela Franch | Maria Della Lucia
- ▶ **FP** **Museum branding: challenges and strategies beyond works of art. A pilot study in Italy**
Annamaria Esposito | Angela Besana | M.Cristina Vannini | Chiara Fisichella
- ▶ **FP** **L'economia circolare tra sostenibilità e rivitalizzazione di siti produttivi storici**
Vincenzo Formisano | Maria Fedele

International business

SESSION CHAIR : Donata Vianelli

- ▶ **FP** **Similar or dissimilar? Food consumer segmentations across five European countries**
Birgit Hagen | Antonella Carcagnì | Dimitar Taskov | José Santiago | Olia Untilov | Bjoern Suckow
- ▶ **FP** **Effetti del dinamismo di mercato sulle intese restrittive della concorrenza: un'analisi empirica**
Fabrizio Iannoni
- ▶ **EA** **New determinants of Foreign Direct Investments in agriculture: climate physical risk and food security**
Federica Gasbarro | Ivan De Noni | Stefano Corsi
- ▶ **EA** **The choice between Greenfield joint ventures or partial acquisitions: the role of knowledge**
Antonio Majocchi | Maria Cristina Sestu
- ▶ **EA** **Family-centered goals and export performance in family firms**
Claudia Pongelli | Alfredo Valentino | Andrea Calabrò | Matteo Caroli





PARALLEL SESSIONS: MANAGEMENT AND SUSTAINABILITY CREATING SHARED VALUE IN THE DIGITAL ERA

Piano 2
Scala ingresso

Sala
TESI

ENG-ITA

Sustainable business models and innovation

SESSION CHAIR : Charles Hofacker

- ▶ **FP** **Innovation in managing sustainability: a tentative of integration of an accounting instrument for employee health and safety**
Massimo Battaglia | Marco Frey | Lara Bianchi | Emilio Passetti
- ▶ **EA** **Capturing value in sharing economy: understanding issues and approaches**
Gennaro Iasevoli | Laura Michelini | Cecilia Grieco
- ▶ **EA** **Innovation as dynamic and networking capabilities result. Exploration or exploitation to support firm's performance**
Maria Antonella Ferri | Gianpaolo Basile | Andrea Mazzitelli
- ▶ **EA** **Social innovation and organized crime: the role of universities as innovation catalysts**
Kunle Oguntegbe | Roberto Vona | Nadia Di Paola | Nancy Capobianco
- ▶ **EA** **Green innovation: a multidomain systematic review and future research agenda**
Stephen Oduro | Guglielmo Maccario | Beatrice Orlando | Alessandro De Nisco
- ▶ **EA** **Sustainable business model innovation: from a business model to a more sustainable one. Evidence from the Italian benefit Corporation**
Rosaria Ferlito | Rosario Francesco Faraci

Piano Terra

Aula
ACQUARIO
ENG

Sustainable consumer behaviour

SESSION CHAIR : Irene Henriques

- ▶ **FP** **Consumers' attitude and purchase intention towards organic personal care products. An application of the S-O-R model**
Donata Tania Vergura | Cristina Zerbinì | Beatrice Luceri
- ▶ **FP** **Towards a framework for understanding recycling behavior in higher education institutions**
Angelo Bonfanti | Rossella Baratta | Rezarta Sallaku | Vania Vigolo

- ▶ **FP** **Trust in green electricity: a measurement model**
Andrea Mezger | Lorenzo Pablo Cabanelas | Klaus Rüdiger | Francesca Cabiddu
- ▶ **FP** **Last and least: when hotel guests don't care about environmental policies**
Graziano Abrate | Rebecca Pera | Sarah Quinton
- ▶ **FP** **Dissonant understandings about car sharing. A cross-country phenomenographic study**
Giovanna Magnani | Beatrice Re | Tommaso Bertolotti
- ▶ **EA** **Going green, buying green? Altruism, environmental concern and willingness to pay more toward green fashion products. A study of Chinese consumers**
Giada Mainolfi
- ▶ **EA** **When sustainability warms consumers: a focus on fast-fashion products**
Gaetano Aiello | Diletta Acuti

Piano Terra

**Aula
6A**

ENG-ITA

Sostenibilità tra risorse e performance

SESSION CHAIR : Maria Rosaria Napolitano

- ▶ **FP** **Capacità dinamiche e vantaggio competitivo: un'analisi empirica nel retail**
Elisa Martinelli | Giulia Tagliazucchi | Francesca De Canio
- ▶ **FP** **La resilienza come elemento base per la competitività d'impresa? No, è una questione di vitalità!**
Sergio Barile | Francesco Polese | Luca Carrubbo
- ▶ **EA** **La rilevanza nell'azione di governo: il contributo dell'approccio sistemico vitale alla teoria degli stakeholder tra vitalità e sostenibilità**
Sergio Barile | Francesca Iandolo
- ▶ **EA** **Il brand UNESCO e la sostenibilità nella percezione dei turisti: il caso di Urbino**
Emanuela Conti | Tonino Pencarelli | Laura Piersanti
- ▶ **EA** **Euristiche imprenditoriali, interpretazione e reazioni alle performance d'impresa**
Arabella Mocciaro Li Destri | Gabriella Levanti | Pasquale Massimo Picone
- ▶ **EA** **Sustainability in the luxury industry: an exploratory analysis based on the Global Reporting Initiative (GRI) framework**
Giovanni Mattia | Ludovica Principato | Carlo Alberto Pratesi | Alessio Di Leo
- ▶ **EA** **L'impatto dell'investimento in politiche di sviluppo sostenibile (Environmental management practices-EMPs) sulla performance delle imprese dell'ospitalità**
Roberta Minazzi | Alessandro Panno

Making sustainability come true in business

SESSION CHAIR : Umberto Martini

- ▶ **FP** **The conflicting relation of farmers with management software. Evidences from durum wheat-pasta value chain in Italy**
Emanuele Blasi | Clara Cicatiello
- ▶ **EA** **Furniture companies and circular economy: an exploratory study**
Marica Barbaritano | Elisabetta Savelli | Laura Bravi
- ▶ **EA** **Boosting sustainable development in 'overtouristified' cities through smart technologies**
Mariapina Trunfio | Cecilia Pasquinelli
- ▶ **EA** **Sustainability and Competitiveness of Large-Scale Costal Destinations in Developing Countries. The demand perspective in Punta Cana, Dominican Republic**
Gianluca Goffi | Tonino Pencarelli | Linda Osti | Magdalena Cladera
- ▶ **EA** **Team management and sustainability**
Natia Kaladze
- ▶ **EA** **When being open is not enough. Exploring the effect of generic versus green open innovation on companies environmental performance**
Francesco Calza | Adele Parmentola | Ilaria Tutore

9:00 - 9:30

FRIDAY JUNE 21

SIMA

Thematic Sections Meeting



Società Italiana di
MANAGEMENT

Aula **8B**

Aula **8A**

Aula **4**

Aula **9B**

Aula **6C**

Aula **5**

Aula **9A**

Sala **Tesi**

Aula **Acquario**

Small and family business

Entrepreneurship

Tourism and culture management

Innovation & technology management

Strategic management & Corporate governance

Marketing

Strategic communication

Operations and supply chain

Service and retail management



SIMA THEMATIC SESSIONS

Piano -1

Aula
8B

ENG-ITA

Small and family business

SESSION CHAIR : Tiziano Vescovi

- ▶ EA **Internationalization of family business: the Prosecco family firms case**
Davide Marletta | Tiziano Vescovi
- ▶ EA **Il passaggio generazionale nelle piccole e medie industrie: Management over 60 e over 70 a confronto**
Maria Garbelli
- ▶ FP **Cross-border M&As and family businesses. The effect of generational stage**
Mario Ossorio
- ▶ EA **Continuity and growth in the family business: an empirical analysis within the wine sector**
Giorgia M. D'Allura | Mariasole Bannò | Sandro Trento
- ▶ EA **Estimating family firms' financial distress: the role of corporate governance beyond financial ratios**
Michele Modina | Carmen Gallucci | Rosalia Santulli | Michela De Rosa
- ▶ EA **SMEs Financial Life-Cycle: an empirical analysis**
Maurizio La Rocca | Raffaele Staglianò | Tiziana La Rocca
- ▶ EA **We exist because we resist. Family and nonfamily firms at the proof of financial crisis**
Clementina Bruno | Fabrizio Erbetta | Giovanni Fraquelli | Anna Menozzi
- ▶ EA **Innovation adoption in Small and Medium-sized Enterprises (SMEs) as a driver to sustainability: a meta-analysis**
Luca Proietti | Corrado Gatti | Gianluca Vagnani

Piano -1

Aula
8A

ENG-ITA

Entrepreneurship

SESSION CHAIR : Federico Brunetti

- ▶ FP **Principal investigators in entrepreneurial universities: a project network model**
Melita Nicotra | James Cunningham | Marco Romano

- ▶ **FP** **Entrepreneurial logics underlying foreign country entry mode decisions**
Valentina Macovei | Birgit Hagen
- ▶ **EA** **The impact of entrepreneur narcissism on leadership: the mediating role of resilience and risk-taking**
Simona Leonelli | Valentina Battista
- ▶ **EA** **Passion-based entrepreneurship as an emerging phenomenon for local development**
Roberta Bocconcelli | Chiara Cantù | Francesco Capone | Simone Guercini | Matilde Milanesi | Alessandro Pagano | Andrea Perna | Francesco Petrucci | Silvia Ranfagni | Andrea Runfola | Andrea Sabatini
- ▶ **EA** **The role of intellectual capital in the success of equity crowdfunding campaigns**
Ciro Troise | Diego Matricano | Elena Candelo
- ▶ **EA** **L'adozione della tecnologia blockchain nelle attività etiche d'impresa: presupposti, realizzazione, fini**
Francesca Marino | Roberto Vona
- ▶ **EA** **Intenzionalità, imprenditorialità e tecnologie digitali: alcune riflessioni e nuove proposizioni per l'imprenditorialità emergente**
Marcello Mariani

Piano -1

Aula
4
ENG

Tourism and culture management

SESSION CHAIR : Alfonso Vargas Sanchez

- ▶ **EA** **Novelty audience development approaches in the museum heritage**
Roberta Gargiulo | Francesco Bifulco
- ▶ **EA** **Opera tourism: foundations of a research design**
Nicola Bellini | Serena Rovai
- ▶ **EA** **The economic impact of cultural events: a focus on residents' expenditures**
Rossella Baratta | Fabio Cassia | Francesca Simeoni | Vania Vigolo
- ▶ **EA** **Cultural heritage services for smart cities transformation**
Marco Tregua | Cristina Caterina Amitrano | Francesco Bifulco
- ▶ **EA** **Millennials' travel behavior and related influencing factors**
Angelo Presenza | Gian Luca Casali
- ▶ **EA** **When less is more and more is less: review length and communication styles in online hotel rating**
Marco Pichierri | Giovanni Pino | Gianluigi Guido

- ▶ **EA** **The videoguides of the Musei Civici in Rome: an example of museum sustainability**
Adele Magnelli | Roberta Falcone | Valeria Pizziol | Maria Caterina Schettini
- ▶ **EA** **Using Big Data to co-design a sustainable tourist experience. Some highlights by means of a practical example**
Debora Tortora | Angelo Di Gregorio | Claudio Chiacchierini | Martina Gurioli | Raffaele Gareri
- ▶ **EA** **Tourism and disability: an interpretative framework**
Tindara Abbate | Maria Pia Cutugno | Fabrizio Cesaroni | Augusto D'Amico

Piano 3

**Aula
PARRILLO**
ENG

Innovation & technology management

SESSION CHAIR : Maria Colurcio

- ▶ **FP** **Determinants of business model innovation: the role of proximity and technology adoption**
Matteo Devigili | Elena Casprini | Tommaso Pucci | Lorenzo Zanni
- ▶ **FP** **Industry 4.0 technologies and servitization strategy: a good match?**
Guido Bortoluzzi | Maria Chiarvesio | Rubina Romanello | Raffaella Tabacco | Valerio Veglio
- ▶ **FP** **An investigation over inbound open innovation in SMEs: insights from an italian manufacturing sample**
Alfredo D'Angelo | Alessandro Baroncelli
- ▶ **FP** **Open innovation and network dynamics. An analysis of openness of co-patenting collaborations in Italy**
Francesco Capone
- ▶ **EA** **Near or far? How geographic distance affects the inter-organizational relationships in local innovation systems**
Massimiliano Guerini | Eva Panetti | Adele Parmentola | Marco Ferretti

Piano -1

**Aula
9B**
ITA

Innovation & technology management

SESSION CHAIR : Arabella Mocciaro Li Destri

- ▶ **FP** **Competenze manageriali e tecnologie 4.0. Evidenze dal settore agrifood**
Filomena Izzo | Domenico Graziano | Mario Mustilli
- ▶ **FP** **Il ruolo dei big data nelle decisioni di Marketing: una ricerca-azione basata sul Growth Hacking**
Francesco Polese | Orlando Troisi | Gennaro Maione | Mara Grimaldi

- ▶ EA **Il valore dei Big Data per la performance aziendale**
Francesco Cappa | Raffaele Oriani | Enzo Peruffo
- ▶ EA **L'innovazione digitale nell'editoria: un modello di analisi del processo di adozione dell'e-book reader da parte del consumatore**
Monica Faraoni | Virginia Vannucci | Lamberto Zollo
- ▶ EA **Human matters: una applicazione di machine learning alla fornitura di servizi**
Giuseppe Cappiello | Luca Casini | Giovanni Delnevo | Marco Roccetti
- ▶ EA **Le relazioni fra innovazioni digitali e sostenibilità della supply chain: uno studio nel settore del mobile imbottito**
Raffaele Silvestri | Fabrizio Baldassarre | Savino Santovito | Gaetano Macario
- ▶ EA **Convergenza digitale, demografia industriale e ciclo di vita del settore: un'analisi nel business degli smartphone**
Paolo Calvosa
- ▶ EA **La digitalizzazione delle micro, piccole e medie imprese: una scelta consapevole?**
Alessandro Bigi | Alessia Zoppelletto | Davide Miglioranza

Strategic management & Corporate governance

SESSION CHAIR : Carmela Elita Schillaci

- ▶ FP **Observing CSR embeddedness through an organizational network analysis lens. The case of an Italian multi-utility company**
Natalia Marzia Gusmerotti | Margherita Macellari | Francesco Testa | Marco Frey
- ▶ FP **Talking about dialogism. Evidence from a participative experience in the water service industry**
Nora Annesi | Massimo Battaglia | Marco Frey
- ▶ EA **Corporate governance practices and value creation: evidence from aim-listed Italian firms**
Francesco Baldi | Paola Monacchi
- ▶ EA **How the automation impacts on the reshoring strategy in the financial and business services**
Michele Costa | Alberto Pastore
- ▶ FP **Why do people use instant messaging and social networking apps? An investigation from Italian mobile app users**
Silvia Sarti | Natalia Marzia Gusmerotti | Francesco Testa | Marco Frey
- ▶ EA **Does CSR adjust investor's risk perception? Evidences from S&P 500 controversial companies**
Mauro Sciarelli | Mario Tani | Giovanni Landi | Lorenzo Turriziani

- ▶  **An investigation of the impact of diversity management in marketing effectiveness**
Sandro Castaldo | Monica Grosso
- ▶  **A new game for retail: a conceptual analysis**
Francesca Serravalle | Milena Viassone | Regine Vanheems
- ▶  **Loneliness among older consumers: is photo-sharing in social media a means to mitigate this feeling?**
Rebecca Pera | Sarah Quinton | Gabriele Baima
- ▶  **Managing sales transformation in btob: between human and digital**
Daniela Corsaro
- ▶  **Millennials beyond health: social networks as sources of supplements information in decision-making processes. An exploratory study**
Fabiola Sfodera | Alberto Mattiacci | Isabella Mingo | Martina Ruggeri
- ▶  **Emotions in users-brand co-creation of value. Evidence from a sentiment analysis on Twitter**
Michela Mingione | Matteo Cristofaro | Daniele Mondì
- ▶  **A multidimensional framework for managing market access in the healthcare system**
Francesco Schiavone | Michele Simoni | Daniele Leone
- ▶  **L'assistente vocale di marca: quali implicazioni per il branding? Evidenze dal caso Mercedes**
Maria Vernuccio | Michela Patrizi | Alberto Pastore
- ▶  **ViviSmart. Comportamento alimentare e stile di vita dei bambini italiani**
Costanza Nosi | Antonella D'Agostino | Carlo Alberto Pratesi | Camilla Barbarossa

Strategic communication

SESSION CHAIR : Emanuele Invernizzi

CO-CHAIR : Ansgar Zerfass

- ▶ **FP** **Dimmi chi segui e ti dirò chi sei**
Francesca Negri
- ▶ **EA** **The evolution of adv from a single creative campaign on tv to multiple dynamic creativities on the web**
Silvia Procacci | Anna Claudia Pellicelli
- ▶ **EA** **Investigating current challenges, strategic issues and future trends of strategic communication in Italian organizations**
Grazia Murtarelli | Stefania Romenti | Emanuele Invernizzi | Ansgar Zerfass
- ▶ **EA** **Communication of the stakeholder engagement process in hotels: a multiple-country analysis**
Antonio Iazzi | Paola Scorrano | Simone Pizzi | Federica Cavallo
- ▶ **EA** **From profit to prosperity? The role of corporate communication in sustainability**
Anna Raposo | Mafalda Eiró
- ▶ **EA** **Different approaches to fake online reviews in tourism**
Alessandro Bigi | Michelle Bonera | Edward Boon
- ▶ **EA** **Institutionalization of CSR in controversial and non-controversial industries**
Domenico Sardanelli | Francesca Conte | Agostino Vollero | Alfonso Siano



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