Management and Sustainability.

Creating Shared Value in the Digital Era

20-21 June 2019
Sapienza University of Rome
Via del Castro Laurenziano, 9
THURSDAY JUNE 20

OPEN COFFEE

8.30  
REGISTRATION

9.00-9.40  
SINERGIE ITALIAN JOURNAL OF MANAGEMENT REFEREE MEETING

9.40-10.30  
MEET THE EDITOR / TIPS FOR PUBLISHING

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

**Partecipants:**
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

**20.30-23.00** GALA DINNER

Chiostro del Bramante
Via Arco della Pace, 5 - Roma

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**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

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**13.00-14.00** LIGHT LUNCH

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**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**

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**13.00-15.00** SIMA POLLING STATIONS
SINERGIE SIMA MANAGEMENT CONFERENCE

PARALLEL SESSIONS

FROM PAGE 6 TO PAGE 22
PARALLEL SESSIONS: MANAGEMENT AND SUSTAINABILITY
CREATING SHARED VALUE IN THE DIGITAL ERA

**Aula 6A**

**Innovazione e creazione di valore sostenibile**

**SESSION CHAIR**: Marco Frey

- Impatto socio-economico di una infrastruttura di ricerca: una metodologia di misurazione
  Melita Nicotra | Riccardo Papaleo | Giacomo Cuttone | Marco Romano

- Modelli di business sostenibili orientati all’innovazione. Un’analisi esplorativa di un caso studio
  Maria V. Ciasullo | Paola Castellani | Chiara Rossato | Orlando Troisi

- Innovazione sostenibile nel sistema moda: un’analisi dei livelli di certificazione
  Floriana Iannone | Alessandra De Chiara

- Imprese della Moda 4.0 nella città di Roma
  Luna Leoni | Silvia Baiocco | Paola M.A. Paniccia

**Aula 6B**

**Consumare e decidere sostenibilmente**

**SESSION CHAIR**: Riccardo Resciniti

- Consapevolezza e sensibilità dei turisti per offerte di turismo sostenibile. Logiche di interpretazione ambientale per la valorizzazione delle aree naturali
  Silvia Pederzolli Giovanazzi | Federica Buffa | Pier Luigi Novi Inverardi | Umberto Martini

- La co-creazione di conoscenza transdisciplinare per la sostenibilità: il contributo di modelli T-shaped
  Marialuisa Saviano | Silvia Cosimato

- Approccio sostenibile e manifestazioni di brand hate nel contesto offline e online
  Marco Cioppi | Iaria Curina | Barbara Francioni | Elisabetta Savelli

- Sostenibilità: al di là del facile consenso, la necessità di individuare policy concrete ed efficaci
  Vania Vigolo | Federico Testa

- 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

- How to collaboratively create shared-value? The role of crowdfunding in NPOs
  Maria Carmen Laudano | Lamberto Zollo | Cristiano Ciappei | Vincenzo Zampi

- Multi-sided platform: how digital technology supports collaborative action for sustainable development
  Gianluca Elia | Alessandro Margherita

- New product co-creation through practice-based innovation: a case study
  Maria Carmela Annosi | Giacomo Marzi | Francesco Ciampi | Riccardo Rialti

- 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

- (How) Can industry 4.0 technologies support the circular economy?
  Valentina De Marchi | Eleonora Di Maria

- The supply chain in the context of Industry 4.0: a qualitative analysis
  Mariacarmela Passarelli | Pietro De Giovanni | Alfio Cariola

- 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

- 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

- 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

- 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

- Grande distribuzione e responsabilità sociale di impresa. Un confronto internazionale
  Fabio Musso | Margherita Angioni

- Robo-voting phenomena: an empirical analysis of institutional investors’ voting and proxy advisors’ recommendations
  Salvatore Esposito De Falco | Nicola Cucari | Sergio Carbonara | Konstantinos Sergakis

- Diversità culturale e performance del team: il ruolo dell’eterogeneità dei valori nei team
  Federica Ceci | Francesca Masiarelli | Filippo Marchesani

WINE market, a field for sustainability

SESSION CHAIR: Giuseppe Bertoli

- Innovation and tradition in the wine industry of Campania region
  Valentina Della Corte | Giovanna Del Gaudio | Fabiana Sepe | Mario Tani

- Wine tourism segmentation: memorability, satisfaction and behavioural intentions of winery visitors in Australia
  Ester Napolitano | Marcello Atzeni | Giacomo Del Chiappa

- Sources of wine brand authenticity in the digital era
  Michela Mingione | Mike Bendixen | Russell Abratt

- Sustainable wine purchasing behavior in China: applying and extending the theory of planned behavior
  Nicola Cobelli | Mengjie Zhou
SIMA THEMATIC SESSIONS

**Entrepreneurship**

**Aula 9A ITA**

**SESSION CHAIR**: Roberto Parente

- **Human entrepreneurship: verso lo sviluppo di una scala di misurazione**
  Antonio Botti | Chiara Crudele | Rosangela Feola | Roberto Parente | Massimiliano Vesci

- **L'influenza dei tratti personali dell’imprenditore sui livelli d'innovazione delle start-up: il ruolo moderatore del genere**
  Simona Leonelli | Francesca Masciarelli

- **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

- **Il ruolo della fairness nelle alleanze coopetitive**
  Anna Minà | Christian Lechner

- **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

- **Humane entrepreneurship: directions from selected Italian case studies**
  Antonio Botti | Rosangela Feola | Antonella Monda | Roberto Parente | Massimiliano Vesci

**Tourism and culture management**

**Aula 9B ITA**

**SESSION CHAIR**: Amedeo Maizza

- **La catena del valore “all’opera”: un’analisi della performance delle Fondazioni Lirico-Sinfoniche**
  Matteo Cammalleri | Clementina Bruno | Giovanni Fraquelli | Roberto Zanola
Innovation and technology management

SESSION CHAIR: Maria Colurcio

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

Technology role in innovation ecosystem
Cristina Caterina Amitrano | Marco Tregua | Francesco Bifulco

Tourism and culture management

SESSION CHAIR: Tonino Pencarelli

Smart Destinations: towards a more sustainable tourism industry
Alfonso Vargas-Sanchez | Tindara Abbate | Mirko Perano

Gli hotel e la gestione del passaparola online: un’analisi empirica
Linda Gabbianelli | Tonino Pencarelli

Business Models for Sustainability (BMfs) in the sharing economy
Emerging platforms in accommodation service
Martina Nannelli | Mariangela Franch | Maria Della Lucia

Museum branding: challenges and strategies beyond works of art. A pilot study in Italy
Annamaria Esposito | Angela Besana | M.Cristina Vannini | Chiara Fisichella

L’economia circolare tra sostenibilità e rivitalizzazione di siti produttivi storici
Vincenzo Formisano | Maria Fedele
International business

SESSION CHAIR: Donata Vianelli

- **Similar or dissimilar? Food consumer segmentations across five European countries**
  Birgit Hagen | Antonella Carcagni | Dimitar Taskov | José Santiago | Olia Untilov | Bjoern Suckow

- **Effetti del dinamismo di mercato sulle intese restrittive della concorrenza: un’analisi empirica**
  Fabrizio Iannoni

- **New determinants of Foreign Direct Investments in agriculture: climate physical risk and food security**
  Federica Gasbarro | Ivan De Noni | Stefano Corsi

- **The choice between Greenfield joint ventures or partial acquisitions: the role of knowledge**
  Antonio Majocchi | Maria Cristina Sestu

- **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

**Sustainable business models and innovation**

**SESSION CHAIR**: Charles Hofacker

- **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

- **Capturing value in sharing economy: understanding issues and approaches**
  Gennaro Iasevoli | Laura Michelini | Cecilia Grieco

- **Innovation as dynamic and networking capabilities result. Exploration or exploitation to support firm’s performance**
  Maria Antonella Ferri | Gianpaolo Basile | Andrea Mazzitelli

- **Social innovation and organized crime: the role of universities as innovation catalysts**
  Kunle Oguntegbe | Roberto Vona | Nadia Di Paola | Nancy Capobianco

- **Green innovation: a multidomain systematic review and future research agenda**
  Stephen Oduro | Guglielmo Maccario | Beatrice Orlando | Alessandro De Nisco

- **Sustainable business model innovation: from a business model to a more sustainable one. Evidence from the Italian benefit Corporation**
  Rosaria Ferlito | Rosario Francesco Faraci

**Sustainable consumer behaviour**

**SESSION CHAIR**: Irene Henriques

- **Consumers’ attitude and purchase intention towards organic personal care products. An application of the S-O-R model**
  Donata Tania Vergura | Cristina Zerbini | Beatrice Luceri

- **Towards a framework for understanding recycling behavior in higher education institutions**
  Angelo Bonfanti | Rossella Baratta | Rezarta Sallaku | Vania Vigolo
Sostenibilità tra risorse e performance

SESSION CHAIR: Maria Rosaria Napolitano

- Trust in green electricity: a measurement model
  Andrea Mezger | Lorenzo Pablo Cabanelas | Klaus Rüdiger | Francesca Cabiddu

- Last and least: when hotel guests don't care about environmental policies
  Graziano Abrate | Rebecca Pera | Sarah Quinton

- Dissonant understandings about car sharing. A cross-country phenomenographic study
  Giovanna Magnani | Beatrice Re | Tommaso Bertolotti

- Going green, buying green? Altruism, environmental concern and willingness to pay more toward green fashion products. A study of Chinese consumers
  Giada Mainolfi

- When sustainability warms consumers: a focus on fast-fashion products
  Gaetano Aiello | Diletta Acuti

- Capacità dinamiche e vantaggio competitivo: un’analisi empirica nel retail
  Elisa Martinelli | Giulia Tagliazucchi | Francesca De Canio

- La resilienza come elemento base per la competitività d’impresa? No, è una questione di vitalità!
  Sergio Barile | Francesco Polese | Luca Carrubbo

- La rilevanza nell’azione di governo: il contributo dell’approccio sistemico vitale alla teoria degli stakeholder tra vitalità e sostenibilità
  Sergio Barile | Francesca Iandolo

- Il brand UNESCO e la sostenibilità nella percezione dei turisti: il caso di Urbino
  Emanuela Conti | Tonino Pencarelli | Laura Piersanti

- Euristische imprenditoriali, interpretazione e reazioni alle performance d’impresa
  Arabella Mocciaro Li Destri | Gabriella Levanti | Pasquale Massimo Picone

- 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

- 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

The conflicting relation of farmers with management software. Evidences from durum wheat-pasta value chain in Italy
Emanuele Blasi | Clara Cicatiello

Furniture companies and circular economy: an exploratory study
Marica Barbaritano | Elisabetta Savelli | Laura Bravi

Boosting sustainable development in ‘overtouristified’ cities through smart technologies
Mariapina Trunfio | Cecilia Pasquinelli

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

Team management and sustainability
Natia Kaladze

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

Aula 8B  
Small and family business

Aula 8A  
Entrepreneurship

Aula 4  
Tourism and culture management

Aula 9B  
Innovation & technology management

Aula 6C  
Strategic management & Corporate governance

Aula 5  
Marketing

Aula 9A  
Strategic communication

Sala Tesi  
Operations and supply chain

Aula Acquario  
Service and retail management
**Small and family business**

**SESSION CHAIR**: Tiziano Vescovi

- **Internationalization of family business: the Prosecco family firms case**
  Davide Marletta | Tiziano Vescovi

- **Il passaggio generazionale nelle piccole e medie industrie: Management over 60 e over 70 a confronto**
  Maria Garbelli

- **Cross-border M&As and family businesses. The effect of generational stage**
  Mario Ossorio

- **Continuity and growth in the family business: an empirical analysis within the wine sector**
  Giorgia M. D’Allura | Mariasole Bannò | Sandro Trento

- **Estimating family firms’ financial distress: the role of corporate governance beyond financial ratios**
  Michele Modina | Carmen Gallucci | Rosalia Santulli | Michela De Rosa

- **SMEs Financial Life-Cycle: an empirical analysis**
  Maurizio La Rocca | Raffaele Staglianò | Tiziana La Rocca

- **We exist because we resist. Family and nonfamily firms at the proof of financial crisis**
  Clementina Bruno | Fabrizio Erbetta | Giovanni Fraquelli | Anna Menozzi

- **Innovation adoption in Small and Medium-sized Enterprises (SMEs) as a driver to sustainability: a meta-analysis**
  Luca Proietti | Corrado Gatti | Gianluca Vagnani

**Entrepreneurship**

**SESSION CHAIR**: Federico Brunetti

- **Principal investigators in entrepreneurial universities: a project network model**
  Melita Nicotra | James Cunningham | Marco Romano
Entrepreneurial logics underlying foreign country entry mode decisions
Valentina Macovei | Birgit Hagen

The impact of entrepreneur narcissism on leadership: the mediating role of resilience and risk-taking
Simona Leonelli | Valentina Battista

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

The role of intellectual capital in the success of equity crowdfunding campaigns
Ciro Troise | Diego Matricano | Elena Candelo

L'adozione della tecnologia blockchain nelle attività etiche d'impresa: presupposti, realizzazione, fini
Francesca Marino | Roberto Vona

Intenzionalità, imprenditorialità e tecnologie digitali: alcune riflessioni e nuove proposte per l'imprenditorialità emergente
Marcello Mariani

Tourism and culture management

SESSION CHAIR: Alfonso Vargas Sanchez

Novelty audience development approaches in the museum heritage
Roberta Gargiulo | Francesco Bifulco

Opera tourism: foundations of a research design
Nicola Bellini | Serena Rovai

The economic impact of cultural events: a focus on residents’ expenditures
Rossella Baratta | Fabio Cassia | Francesca Simeoni | Vania Vigolo

Cultural heritage services for smart cities transformation
Marco Tregua | Cristina Caterina Amistrano | Francesco Bifulco

Millennials’ travel behavior and related influencing factors
Angelo Presenza | Gian Luca Casali

When less is more and more is less: review length and communication styles in online hotel rating
Marco Pichierri | Giovanni Pino | Gianluigi Guido
The videoguides of the Musei Civici in Rome: an example of museum sustainability
Adele Magnelli | Roberta Falcone | Valeria Pizziol | Maria Caterina Schettini

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

Tourism and disability: an interpretative framework
Tindara Abbate | Maria Pia Cutugno | Fabrizio Cesaroni | Augusto D'Amico

Innovation & technology management
SESSION CHAIR: Maria Colurcio

Determinants of business model innovation: the role of proximity and technology adoption
Matteo Devigili | Elena Casprini | Tommaso Pucci | Lorenzo Zanni

Industry 4.0 technologies and servitization strategy: a good match?
Guido Bortoluzzi | Maria Chiaversio | Rubina Romanello | Raffaella Tabacco | Valerio Veglio

An investigation over inbound open innovation in SMEs: insights from an Italian manufacturing sample
Alfredo D'Angelo | Alessandro Baroncelli

Open innovation and network dynamics. An analysis of openness of co-patenting collaborations in Italy
Francesco Capone

Near or far? How geographic distance affects the inter-organizational relationships in local innovation systems
Massimiliano Guerini | Eva Panetti | Adele Parmentola | Marco Ferretti

Competenze manageriali e tecnologie 4.0. Evidenze dal settore agrifood
Filomena Izzo | Domenico Graziano | Mario Mustilli

Il ruolo dei big data nelle decisioni di Marketing: una ricerca-azione basata sul Growth Hacking
Francesco Polese | Orlando Troisi | Gennaro Maione | Mara Grimaldi
Il valore dei Big Data per la performance aziendale
Francesco Cappa | Raffaele Oriani | Enzo Peruffo

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

Human matters: una applicazione di machine learning alla fornitura di servizi
Giuseppe Cappiello | Luca Casini | Giovanni Delneo | Marco Roccetti

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

Convergenza digitale, demografia industriale e ciclo di vita del settore: un’analisi nel business degli smartphone
Paolo Calvosa

La digitalizzazione delle micro, piccole e medie imprese: una scelta consapevole?
Alessandro Bigi | Alessia Zoppelletto | Davide Miglioranzi

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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

Talking about dialogism. Evidence from a participative experience in the water service industry
Nora Annesi | Massimo Battaglia | Marco Frey

Corporate governance practices and value creation: evidence from aim-listed Italian firms
Francesco Baldi | Paola Monacchi

How the automation impacts on the reshoring strategy in the financial and business services
Michele Costa | Alberto Pastore

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

Does CSR adjust investor’s risk perception? Evidences from S&P 500 controversial companies
Mauro Sciarelli | Mario Tani | Giovanni Landi | Lorenzo Turriziani

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Strategic management & Corporate governance

SESSION CHAIR: Carmela Elita Schillaci
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 b2b: 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 Mondi

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

- **Dimmi chi segui e ti dirò chi sei**
  Francesca Negri

- **The evolution of adv from a single creative campaign on tv to multiple dynamic creativities on the web**
  Silvia Procacci | Anna Claudia Pellicelli

- **Investigating current challenges, strategic issues and future trends of strategic communication in Italian organizations**
  Grazia Murtarelli | Stefania Romenti | Emanuele Invernizzi | Ansgar Zerfass

- **Communication of the stakeholder engagement process in hotels: a multiple-country analysis**
  Antonio Iazzi | Paola Scorrano | Simone Pizzi | Federica Cavallo

- **From profit to prosperity? The role of corporate communication in sustainability**
  Anna Raposo | Mafalda Eiró

- **Different approaches to fake online reviews in tourism**
  Alessandro Bigi | Michelle Bonera | Edward Boon

- **Institutionalization of CSR in controversial and non-controversial industries**
  Domenico Sardanelli | Francesca Conte | Agostino Vollero | Alfonso Siano