



Sinergie  
SIMA  
Management  
Conference



UNIVERSITÀ DI PISA

University of Pisa  
Department of Economics  
and Management



Sant'Anna  
School of Advanced Studies – Pisa

Scuola Superiore Sant'Anna  
Institute of Management

## CALL FOR PAPERS

We are proud to announce and invite you to the

# Sinergie-SIMA 2020 Conference

## GRAND CHALLENGES:

Companies and Universities working for a better society

**25-26 June 2020**

Pisa, Italy



**sinergie**  
italian journal of management



Società Italiana di  
**MANAGEMENT**

GRAND CHALLENGES:  
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## THE SINERGIE-SIMA CONFERENCE

**Sinergie** and **Sima**'s common aim is to develop the contribution of Italian scholars to the international debate on **management issues**.

Since 2016, Sinergie and Sima work together to organize the annual conference, a scientific event based on Sinergie over 30 years' experience and on Sima academic network.

The **Sinergie-Sima conference** is therefore a well-established scientific meeting that brings together scholars from the field of management to present and discuss their research in a collaborative and friendly environment.

Alternating plenary and parallel sessions will address the conference topics. Key-note speakers will participate in plenary sessions, contributing with their expertise.

This year a paper development workshop is also organized, to provide authors with guidance in the submission to journals.

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## INVITATION TO SUBMIT FULL PAPERS AND EXTENDED ABSTRACT TO THE 2020 CONFERENCE: **THEME AND OBJECTIVES**

Contemporary societies are at a crossroads: on the one side, governments are under pressure to achieve ambitious economic goals; on the other, economic growth is raising a range of severe social and environmental challenges, which are part of the UN Sustainable Development Goals 2030 Agenda.

**Never before has capitalism been challenged so intensely.**

How can we address these issues without undermining economic growth?

How can firms and universities contribute to more equitable and responsible national and regional development processes through their business strategies and operations? To this end, how do companies interact with non-market actors, including governments and other public organizations?

How can consumers, end users and citizens contribute to the creation and redistribution of value through their actions and decisions?

The 2020 Conference hopes to address these very timely questions through stimulating discussion and to advance the knowledge around two sub-themes:

- ▶ **Company contributions.** This theme focuses on the positive and negative impacts that firms generate on society and the environment. It will include analysis of companies' social responsibilities and responsible investment, along with new forms of social entrepreneurship (e.g. hybrid organizations, B-corps, etc.) through to multi-stakeholder engagement to address key societal challenges. This theme will also include: (I) discussion of



the validity of win-win business models (e.g. Bottom of the Pyramid; Creating Shared Value) and the 'business case' approach to corporate sustainability; (II) analyses of the dark side of companies' strategies and innovative efforts, their wrongful or otherwise defined irresponsible business conduct via their connections also with distant suppliers in global value chains; (III) attention to how final consumers are playing increasingly active roles in driving markets, corporate conduct and even governmental policy. This is being achieved, for instance, through individuals' hybrid forms of market interactions (platforms, sharing communities, etc.) and social exchanges and engagement campaigns (social media, activism, etc.).

- ▶ University contributions. For several decades, close attention has been paid to the contribution of universities and public research more generally, to local, regional and national economic development and to innovation processes. More recently, based on the focus on the valorization of research results, the wider

context has received more attention as part of the "universities' third mission". This effort is extending knowledge generation and knowledge dissemination beyond academic boundaries, and demonstrating how this is having economic and social impact beyond traditional types of knowledge transfer such as patents, licenses, new high-tech startups, etc. Universities are pursuing the shift from linear transfer of knowledge from research to external users, towards co-creation of knowledge. Academic institutions need to engage with societal needs and market demands to contribute to recent debates and address the strong critiques of the future of capitalism and calls for an updating of the existing economic paradigm by integrating the UN Sustainable Development Goals. This theme will also include discussion of new knowledge transfer tools to enhance the connections between companies, research organizations and other non-market actors, and discuss the role of universities in the global North and South.

The Sinergie-SIMA 2020 Conference will focus on a contemporary grand societal challenge: that is, how companies and universities can create public value.

Special attention will be paid to socially relevant strategies and related stakeholder/public engagement models that have been developed and implemented.

The conference welcomes both theoretical and empirical qualitative and quantitative contributions.





- Social and environmental upgrading in global value chains
  - Greenwashing and symbolic behaviour
  - Consumer communities
  - Knowledge exchange and collaboration
  - Knowledge and technology transfer
  - Knowledge exchange intermediaries
  - Knowledge-based regional development
  - Entrepreneurial universities
- Academic entrepreneurship
  - Student entrepreneurship
  - Universities and knowledge co-creation
  - Academic contribution to Agenda 2030
  - High-tech entrepreneurship
  - Entrepreneurial teaching and learning
  - Stakeholder and public engagement
  - University-Industry cooperation
  - University-industry R&D

In addition to papers and extended abstracts that address the 2020 Conference themes, scholars are invited, also, to submit proposals for research in various management studies related areas; these will be discussed in the following possible thematic sessions:

- Strategic management and Corporate governance
  - Innovation and technology management
  - Entrepreneurship
  - International business
  - Tourism and culture management
- Sustainability
  - Small and family business
  - Retailing & Service management
  - Operations & Supply chain
  - Strategic communication
  - Marketing









## What Should I Do if My Paper is Accepted to PDW?

Submitting authors will be notified of the results of the PDW review process by **31 March, 2020**, and will need to confirm their participation in the PDW by **15 April, 2020**.

Please note that authors will need to **register for the SIMA-Sinergie conference in order to participate in the PDW**.



### PWD ORGANIZING COMMITTEE

**Elisa Giuliani**

University of Pisa

**Valentina De Marchi**

University of Padova

**Francesco Rullani**

Ca' Foscari University of Venice





## **PUBLICATION OPPORTUNITIES**

### **Conference Proceedings**

Unless publication is explicitly waived by the author(s) at the time of paper submission, all full papers accepted for presentation at the conference will be published online in the referred Electronic Conference Proceedings and copyrighted with ISBN and DOI codes.

The extended abstracts presented in specific conference sessions will be published online in a separate volume of Conference Proceedings and copyrighted with an ISBN. Conference Proceedings will be published in open access form on the Sinergie website ([www.sijm.it](http://www.sijm.it)) after the conference. Before uploading the material, it will be edited to ensure quality; the costs of this editing work will be borne by Sinergie.

All paper authors (in the case of multiple co-authors, at least one author) must present the paper and/or the extended abstract during the conference parallel sessions. Failure to present will result in the paper or extended abstract being excluded from the Electronic Conference Proceedings.

### **Publication in Sinergie Italian Journal of Management**

A selection of the papers addressing the specific theme of the conference (Grand challenges: companies and universities working for a better society) will be made by the Scientific Committee for inclusion in a 2021 Sinergie Italian Journal of Management special issue.

Sinergie is ranked “C” by ANVUR for VQR 2011-2014 and is ranked “A” by AIDEA among Italian business administration journals ([www.accademiaaidea.it](http://www.accademiaaidea.it)).

The papers selected for publication in the special issue will be announced during the concluding plenary session of the conference and their authors will be acknowledged with an award. Publication in Sinergie Italian Journal of Management is free of charge.

### **Further publication opportunities**

We anticipate that a number of the papers presented at the conference will be eligible for submission to the Journal of Management and Governance (ISSN: 1385-3457 print version - ISSN: 1572-963X electronic version - publisher: Springer) following a fast-track publication review process.

The Journal of Management and Governance is ranked “B” by ANVUR for VQR 2011-2014 and is ranked “A” by AIDEA among Italian business administration journals ([www.accademiaaidea.it](http://www.accademiaaidea.it)).

The conference website will provide information on further publication opportunities in the Journal of Management and Governance and other international journals.



## CONFERENCE FEES

### ► Standard Registration Fees : €365,00

Delegates can choose one of the following invoicing options:

### ► Early-bird Registration fee for Sinergie-SIMA 2020 Conference\*, by 31 May 2020 special fees for Sima Members

	SIMA MEMBER	SIMA NON-MEMBER
Full and associate professors (VAT included)	€240,00	€350,00
Researchers/assistant professors (VAT included)	€180,00	€280,00
PhD students, fellows and undergraduate students (VAT included)	€100,00	€150,00

\*The registration fee includes all daytime conference sessions, online conference proceedings, lunches, refreshments, the gala dinner on June 25 and (only for individuals with a postal address in Italy) a 2020 subscription to Sinergie Italian Journal of Management.

Bank transfer to the following account: Fondazione Cueim at BNL, Banking  
IBAN IT67W0100511700000000004041—BIC/SWIFT CODE BNLITRR. In addition to personal identification data, please specify the reason for payment (name, surname + Conference 2020).

### ► Subscription to Sinergie Italian Journal of Management (year 2020)\*\*, by 31 May 2020

	SIMA MEMBER	SIMA NON-MEMBER
Full and associate professors (VAT included)	€200,00	€300,00
Researchers/assistant professors (VAT included)	€150,00	€250,00
PhD students, fellows and undergraduate students (VAT included)	€90,00	€130,00

\*\*This subscription fee includes (for individual living in Italy) the XXX issues of Sinergie Italian Journal of Management published in 2020 and access to all daytime conference sessions, online conference proceedings, lunches, refreshments and the gala dinner on June 25.

Bank transfer to the following account: Fondazione Cueim at BNL, Banking  
IBAN IT67W0100511700000000004041—BIC/SWIFT CODE BNLITRR. In addition to personal identification data, please specify the reason for payment (name, surname + Sub. Sinergie 2020).

FOR INFORMATION REGARDING CONFERENCE REGISTRATION, PLEASE CONTACT:  
**Annalisa Andriolo (amministrazione@sinergieweb.it)**

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## CONFERENCE REGISTRATION

**Registration opens:** February 2020

Register on **[www.sijm.it](http://www.sijm.it)**

**Early-bird registration deadline:** 31 May, 2020

**Standard registration fee:** €365,00 after 31 May, 2020 until the date of the Conference

## GENDER BALANCE AND INCLUSION

Sinergie-Sima 2020 Conference will positively seek to promote gender equality, diversity and inclusion, in line with the University of Pisa Guidelines on Gender Equality.

As conference organisers, we will promote diversity and inclusion including in keynote and featured speakers and in the composition of the Organizing and Scientific Committee. We encourage paper and panel proposers to positively consider diversity and inclusion in abstracts and presenters proposed to the conference.

## SOCIAL EVENT

Sinergie and SIMA will be pleased to invite the first 150 delegates to register to attend a special event (tbd) on 24 June 2020 (more to come).

## ACCOMODATION

Participants are responsible for arranging their own accommodation. There will be some information on accommodation in Pisa published on the conference website.

## CONFERENCE VENUE

**Università di Pisa** - Polo Didattico Piagge.  
Via Giacomo Matteotti, 56124 Pisa PI, Italia











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STAY CONNECTED: MORE TO COME SOON

### SINERGIE

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italian journal of management

Sinergie Italian Journal of Management (formerly Sinergie rivista di studi e ricerche) is a peer-reviewed scholarly publication (ISSN 0393-5108) focusing on the main trends in management studies. Founded in 1983. Free open access journal ([www.sijm.it](http://www.sijm.it)).

### SIMA

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Società Italiana di  
**MANAGEMENT**

Società Italiana di Management (or SIMA) is the Scientific Society of Italian Professors of Management. It was established in 2013 and currently has around 500 members. SIMA aims to contribute to the development and dissemination of excellent management knowledge in the academic, economics and social fields. It works to promote management studies research in academic and scientific institutions ([www.societamanagement.it](http://www.societamanagement.it)) to address societal needs.



Sinergie is published quarterly by Fondazione CUEIM, whose objective is creation and dissemination of the managerial culture in the society.