



Sinergie  
SIMA  
Management  
Conference

# Grand challenges: companies and universities working for a better society

7-8 September 2020

University of Pisa - Scuola Superiore Sant'Anna

ONLINE CONFERENCE

Final programme



Società Italiana di  
MANAGEMENT



ISTITUTO  
DI MANAGEMENT



Sant'Anna  
Scuola Universitaria Superiore Pisa





## MONDAY SEPTEMBER 7<sup>th</sup>

### Pre- conference

- 9.00-10.00** SINERGIE ITALIAN JOURNAL OF MANAGEMENT REVIEWERS MEETING  
Chairs Marta Ugolini e Alberto Pastore, Editors  
*Meeting targeted to the permanent reviewers of Sinergie Italian Journal of Management, open to all delegates*
- 9.00-10.00** SIMA THEMATIC GROUPS COORDINATION MEETING  
Chair Stefano Bresciani, SIMA  
*Meeting by invitation*
- 9.00-17.30** ADACI MAGISTER “FUNZIONE ACQUISTI TRA INNOVAZIONE E COMPETENZA”  
*Evento riservato ai soci ADACI (Associazione Italiana Acquisti e Supply Management) e ai partecipanti al gruppo tematico “Operations and Supply Chain Management” (in lingua italiana)*
- 10.00-11.00** SIMA BOARD MEETING  
Chair Sandro Castaldo, President SIMA  
*Incontro riservato al Consiglio Direttivo SIMA*
- 10.30-11.30** MEET THE EDITOR SESSION [more info](#)  
Chair Daniela Baglieri
- Yochanan Altman, Editor-in-Chief *European Management Review*  
Shlomo Tarba, Deputy Editor-in-Chief *British Journal of Management*  
Elisa Giuliani, Editor *Research Policy*  
Rajneesh Narula, Area Editor *Journal of International Business Studies*  
Alberto Di Minin, Associate Editor *R&D Management*  
Cleopatra Veloutsu, Editor *Journal of Product and Brand Management*  
Alfredo De Massis, Editor *Entrepreneurship Theory & Practice*



## MONDAY SEPTEMBER 7th

### Conference-DAY 1

- 11.30-12.00 CONFERENCE OPENING CEREMONY**  
**Welcome greetings**  
Paolo Mancarella, Rector University of Pisa  
Sabina Nuti, Rector Scuola Superiore Sant'Anna, Pisa  
Sandro Castaldo, President SIMA  
Kathrin Möslein, President EURAM  
Nic Beech, President British Academy of Management  
Gianluigi Mangia, Executive Board Member EGOS  
Gaetano Aiello, President AIDEA  
Federico Testa, President Fondazione Cueim  
Riccardo Resciniti, President SIM
- 12.00-12.05 Introduction to the conference themes**  
Elisa Giuliani, University of Pisa
- 12.05-13.05 Plenary session**  
**KEYNOTE SESSION** [more info](#)  
Chair Arabella Mocciano Li Destri, University of Palermo  
Mette Morsing, Copenhagen Business School, *Corporate sustainability in the decade of action: the new importance of speaking and silencing*  
Philip Shapira, Alliance Manchester Business School, *The next research university? Towards sustainable value creation*
- 13.05-14.00 BREAK**
- 14.00-15.30 Sessione plenaria (in lingua italiana)**  
**Alla ricerca delle best practices aziendali. Presentazioni e tavola rotonda (in lingua italiana)**  
Chair Marco Frey, Scuola Superiore Sant'Anna; Paola Signori, Università di Verona  
Partecipanti: Claudio Pinassi, KME; Giuseppe Sardu, Acque Spa; Roberto Lacorte, Pharmanutra; Maurizio Barsacchi, Conad  
Conclude: Cristina Lazzati; Markup
- 14.00-15.00 CONFERENCE SCIENTIFIC BOARD MEETING** *(meeting by invitation)*
- 15.30-16.00 SIMA Thematic groups meetings**  
International Business, Chair Donata Vianelli, University of Trieste  
Strategic Communication, Chairs Emanuele Invernizzi, IULM University, Alfonso Siano; University of Salerno  
Strategic Management & Corporate Governance, Chair Elita Schillaci, University of Catania  
Sustainability, Chair Francesco Perrini, Bocconi University
- 15.30-17.30 Special session: Management challenges in the post Covid era**  
Chairs Arabella Mocciano Li Destri, University of Palermo – Guido Bortoluzzi, University of Trieste

**15.30-17.30 Parallel sessions**

- Management challenges in the post-Covid-19 era (special session)
- Looking for resilience along value creation processes (special session)
- Social entrepreneurship, hybrid organizations and B-corps
- Responsible consumption and citizenship
- Stakeholder and public engagement
- Sistemi locali, ecosistemi e sistemi basati sulla conoscenza (in lingua italiana)

**15.30-17.30 SIMA thematic sessions**

- Strategic management and Corporate governance
- International business
- Operations & Supply chain management
- Strategic communication
- Sustainability

**17.45-18.30 SIMA general assembly**  
Chair Sandro Castaldo, President SIMA



## TUESDAY SEPTEMBER 8th

### Conference - DAY 2

- 08.30-9.00**     **SIMA Thematic group meetings**  
Small and Family Business, Chair Tiziano Vescovi, Ca' Foscari University of Venice  
Retailing & Service Management, Chairs Beatrice Luceri, University of Parma, Elisa Martinelli, Unimore
- 9.00-13.00**     **PAPER DEVELOPMENT WORKSHOP**     [more info](#)  
Chairs: Elisa Giuliani, University of Pisa; Valentina De Marchi, University of Padova; Francesco Rullani, Ca' Foscari University of Venice
- 9.00-13.00**     **Parallel sessions**
- 9.00 -10.30**     **Business panel**  
**Innovazione e costruzione del bene comune: le imprese che lo fanno**  
Chair Andrea Piccaluga, Scuola Superiore Sant'Anna  
Ernesto Ciorra, ENEL  
Andrea Moschetti, FAAC  
Massimo Marcati, Aboca  
Enrico Loccioni, Gruppo Loccioni
- 9.00 -10.30**     **Sessione speciale (in lingua italiana): Impatto dell'emergenza Covid e di altre crisi: alla ricerca della resilienza nella gestione**  
Chair Alberto Pastore, Sapienza University of Rome
- 10.30-13.00**     **Business Cases (in lingua italiana)**  
Chair Marco Frey, Scuola Superiore Sant'Anna  
Sessione in collaborazione con Società Italiana di Marketing e Pearson  
Interviene Paolo Roncoroni, direttore editoriale Pearson
- 10.30-11.00** **SIMA Thematic group meetings**  
Innovation and Technology Management, Chair Maria Colurcio, University Magna Graecia of Catanzaro  
Entrepreneurship, Chair Roberto Parente, University of Salerno  
Tourism and culture management, Chair Tonino Pencarelli, University Carlo Bo of Urbino  
Marketing, Chair Alberto Mattiacci, Sapienza University of Rome



### 9.00-13.00 Parallel sessions

- Impatto dell'emergenza Covid e di altre crisi: alla ricerca della resilienza nella gestione (sessione special in lingua italiana)
- Università tra produzione e propagazione di saperi (in lingua italiana)
- Responsible management and finance
- Responsible and green innovation
- Corporate legality, illegality, irresponsibility wrongdoing & corruption
- Combining market and non market elements for value creation
- Knowledge transfer, exchange and circulation
- Entrepreneurial universities & academic entrepreneurship
- Universities and knowledge co-creation with industry and society
- Academic contribution to Agenda 2030

### 8.30-13.00 SIMA thematic sessions

- Innovation and technology management
- Entrepreneurship
- Tourism and culture management
- Small and family business
- Retailing & Service management
- Marketing

### 13.00-14.00 BREAK

### 14.00-15.00 Panel on predatory publishing

Chair Elisa Giuliani; University of Pisa

Panelists: Francesco Ciampi, University of Firenze; Mauro Sylos Labini, University of Pisa; Anna Severin, Swiss National Science Foundation; Graziella Bertocchi, Unimore

### 15.00-16.00 KEYNOTE SESSION

[more info](#)

Chair Marta Ugolini, University of Verona

Ans Kolk, Amsterdam Business School, *International business, grand challenges and sustainable development: reflections on challenges for management in this time and age*

Andrew Crane, Bath University, *Facing the grand challenges of modern slavery: management research and impact*

### 16.00-16.30 Conference conclusion, reflections and take outs

Elisa Giuliani, University of Pisa, Marco Frey, Scuola Superiore Sant'Anna, Daniele Dalli, University of Pisa, Andrea Piccaluga, Scuola Superiore Sant'Anna

**Award ceremony: Selected and Best Papers Awards, Sinergie Italian Journal of Management Best Reviewer 2020**

Sandro Castaldo, President SIMA, Alberto Pastore, Editor Sinergie Italian Journal of Management, Marta Ugolini, Editor Sinergie Italian Journal of Management

**Former Chairs greetings**

Claudio Baccarani, University of Verona, Gaetano Golinelli, Sapienza University of Rome

**Announcement of 2021 Conference**

### 16.30-17.00 SIMA LOCAL CORRESPONDENTS MEETING Chair Tonino Pencarelli (meeting by invitation)

# SINERGIE SIMA MANAGEMENT CONFERENCE PARALLEL SESSIONS

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## SIMA THEMATIC GROUPS

Sept 7th  
15.30 -17.30

### International business

SESSION CHAIR: Donata Vianelli, *University of Trieste*

- FP *International Voluntary Employee Churn Revisited: The Predicting Power of Applying Machine Learning Techniques*  
Valerio Veglio, Michael Nippa, Rubina Romanello
- FP *Digitalization, sustainability and internationalization: Competing or complementary growth paths in SMEs?*  
Stefano Denicolai, Antonella Zucchella, Giovanna Magnani
- EA *The role of digital technologies in International Business and Marketing: An Assessment of the Literature*  
Marcello Mariani, Michela Matarazzo
- EA *Global Value Chains in the era of 4IR: New paradigm of Business Models for SMEs*  
Roberta Pisani, Roberto Mavilia

Sept 7th  
15.30-17.30

### Strategic Communication

SESSION CHAIRS: Emanuele Invernizzi, *IULM University*; Alfonso Siano, *University of Salerno*

- EA *Initial coin offering: il ruolo dei contenuti linguistici del white paper*  
Guido Di Matteo, Francesca Masciarelli
- EA *"Personal branding": an exploratory study*  
Rossella Sagiocco, Gaetano Buccino
- EA *From Online Experience to Visiting the Production Plant: Management Challenges and Communication Opportunities*  
Kamel Ben Youssef, Martha Friel, Grazia Murtarelli, Stefania Romenti
- EA *Data-driven talent management: quali prospettive di sviluppo in Italia?*  
Domenico Sardanelli, Francesca Conte, Agostino Vollero, Alfonso Siano
- EA *Art and business. The history of Campari*  
Giuseppe Pedeliento, Valeria Pinchera, Daniele Dallì
- EA *L'impatto del Coronavirus sulla comunicazione aziendale: analisi delle lettere dei CEO agli azionisti*  
Domenico Sardanelli, Agostino Vollero, Alfonso Siano, Francesca Conte



Sept 7th  
15.30 -17.30

## Strategic Management and Corporate Governance

SESSION CHAIR: Carmela Elita Schillaci, *University of Catania*

- EA *To Go Digital Or Not To Go Digital? The Influence Of Board's Digital Expertise On Strategic Change Of The Firm*  
Chiara Acciarini, Paolo Boccardelli, Enzo Peruffo
- EA *Core Self-Evaluations, Dual Mind Processing, and Overconfidence: A Laboratory Experiment*  
Matteo Cristofaro, Luna Leoni
- EA *Tradition-Driven Business Model, Value Creation and Value Capture in High-End Hotels*  
Stefano Franco, Angelo Presenza, Antonio Messeni Petruzzelli, Enzo Peruffo
- EA *Corporate governance, blockholder esteri e performance di impresa: una verifica empirica in Europa*  
Elvira Tiziana La Rocca, Raffaele Staglianò, Augusto D'Amico
- EA *Reconcilable differences? On the relation between social and economic goals and the importance of process goals*  
Valeria Cavotta, Elisa Villani, Johanna Mair
- EA *Beyond the R&D Unit. An Exploratory Study of Corporate Innovation Initiatives in Large Established Organizations*  
Cristina Marullo, Isabel Estrada Vaquero, Alberto Di Minin

Sept 7th  
15.30 - 17.30

## Sustainability

SESSION CHAIR: Francesco Perrini, *Bocconi University*

- FP *Circular Economy strategies for healthcare sustainability: some insights from Italy*  
Roberto Vona, Silvia Cosimato
- FP *On the essence of Dynamic Capabilities for Sustainability: a systematic literature review of their measurement*  
Giacomo Buzzao, Francesco Rizzi
- EA *Industry 4.0: challenge or opportunity for social sustainability in firms?*  
Michela Picarozzi, Barbara Aquilani
- EA *Sustainability, Innovation and Biological Technology in Wine Production: An Empirical Analysis*  
Nicola Cobelli, Margherita Angioni, Fabio Musso
- EA *ESG Criteria in the Banking Industry: A Systematic Literature Review*  
Sebastian Pusceddu, Corrado Gatti



## Conference Tracks: GRAND CHALLENGES: COMPANIES AND UNIVERSITIES WORKING FOR A BETTER SOCIETY

Sept 7th  
15.30 - 17.00

### Responsible Consumption and Citizenship

SESSION CHAIR: Maria Rosaria Napolitano, *Parthenope University of Napoli*

- FP *WTP for “circular” garments: an experimental approach*  
Gaia Pretner, Francesco Testa, Nicole Darnall, Fabio Iraldo
- EA *Green Enablers And Disablers In Fashion Green Luxury Consumption*  
Monica Faraoni, Lamberto Zollo, Raffaele Filieri
- EA *Food literacy and food purchase behaviour*  
Alessia Amato, Andrea Bazzani, Ugo Faraguna, Leopoldo Trieste, Giuseppe Turchetti
- EA *Declinazione dell’Agenda 2030 a livello locale. Il contributo dei FridaysForFuture al processo di istituzionalizzazione*  
Nora Annesi, Massimo Battaglia, Patrizia Gragnani, Fabio Iraldo
- EA *Attitudini ambientali e accettazione pubblica della nanotecnologia. L’influenza del “New Environmental Paradigm” e della “Green trust” sulla percezione di benefici e rischi della nanotecnologia*  
Niccolò Maria Todaro, Natalia Marzia Gusmerotti, Tiberio Daddi

Sept 7th  
15.30 - 17.30

### Sistemi locali, ecosistemi e sistemi basati sulla conoscenza (in lingua italiana)

SESSION CHAIR: Vania Vigolo, *University of Verona*

- EA *Approccio burocratico versus approccio imprenditoriale: il caso dei Living Lab della rete ENOLL*  
Mariacarmela Passarelli, Domenico Mazzotta, Alfio Cariola e Gaetano Cupido
- EA *Differenze culturali tra aree geografiche e gestione delle relazioni cooperative*  
Sonia Caterina Giaccone Anna Minà
- EA *Reti di imprese e innovazione nei servizi turistici. Il caso di Rimini*  
Giuseppe Cappiello, Valentina Morando, Manuela Presutti, Marco Visentin
- EA *Key Performance Indicators per una rete oncologica regionale. Verso modello multilivello*  
Attilio Bianchi, Andrea Caporuscio, Luca Cataldo, Egidio Celentano, Anna Crispo, Maria Grimaldi, Daniele Leone, Giorgio Liguori, Sandro Pignata, Giorgia Riveccio, Francesco Schiavone, Michele Simoni, Cristina Thiebaud
- EA *“SalinellaPelle\*” un progetto di Creating Shared Value per la città di Taranto*  
Daniela Cavallo

Sept 7th  
15.30 - 17.30

## Management challenges in the post Covid-19 era

SESSION CHAIRS: Arabella Mocciano Li Destri, *University of Palermo*  
Guido Bortoluzzi, *University of Trieste*

- EA *Covid-19: crisis management experiences in the private healthcare industry*  
Marianna Cavazza, Mario Del Vecchio, Lorenzo Fenech, Laura Giudice, Erika Mallarini, Luigi M. Preti, Valeria Rappini
- EA *Innovating and transforming during Covid-19: Insights from Italian firms*  
Giulio Ferrigno, Valentina Cucino, Andrea Piccaluga
- EA *Relationship Selling and Marketing Automation during the Covid-19 Pandemic: A Cross-sectional Analysis*  
Daniela Corsaro, Isabella Maggion, Mirko Olivieri
- EA *New business ventures coping with COVID-19: the case of the MENA region.*  
Jamal Alostaz, Gian Luca Gregori, Andrea Sabatini, Alessandro Cinti, Andrea Perna, Faris Alostaz
- EA *The challenges of Covid19 in the tourism industry. The case of the Italian context*  
Valentina Della Corte, Giovanna Del Gaudio, Giuliana Nevola, Enrico Di Taranto
- EA *Taking corporate role in society seriously: the impact of strategic communication during covid-19 on millennials*  
Murtarelli Grazia, Colleoni Elanor, Romenti Stefania, Olivieri Mirko
- EA *Transformative Value Co-Creation in Healthcare Services in the COVID-19 Era*  
Roberta Sebastiani, Alessia Anzivino
- EA *The impact of “forced” and “massive” smart-working on the innovative work behavior and creativity of employees. Empirical evidence during the COVID-19 emergency*  
Grazia Carlatti Costa, Guido Bortoluzzi

Sept 7th  
15.30 - 17.30

## Social entrepreneurship, hybrid organizations and B-Corps

SESSION CHAIR: Alberto Di Minin, *Scuola Sant'Anna*

- FP *The attachment to a social purpose as leverage for change: the case of the first B Certified Corp in Spain*  
Alfonso Vargas-Sánchez
- EA *Business models and sustainable firms: a focus on B Corps in Italy*  
Eleonora Di Maria, Valentina Demarchi, Ambra Galeazzo, Elena Bonel
- EA *Social spin-offs from established non-profit organizations; factors influencing the behavior of corporate donors*  
Alessandro Signorini
- EA *Understanding Community Enterprise through the Humane Entrepreneurship lens*  
Nicoletta Buratti, Cécile Sillig, Massimo Albanese
- EA *The role of “antagonistic” assets in Social enterprises*  
Simone Poledrini
- EA *The Humane side of Entrepreneurship: an empirical investigation*  
Valentina Cucino, Cristina Marullo, Eleonora Annunziata, Andrea Piccaluga
- EA *Social Innovation, Community Based Tourism and Place Attachment. First insights from two Italian Experiences*  
Gianpaolo Basile, Mario Tani, Mauro Sciarelli, Maria Antonella Ferri

Sept 7th  
15.30 - 17.30

## Stakeholder and public engagement

SESSION CHAIR: Lara Penco, *University of Genova*

- FP** *Determinants of commitment and opportunism of institutional investors' behavior: an empirical investigation on robo-voting phenomena*  
Nicola Cucari, Salvatore Esposito De Falco, Sergio Carbonara, Konstantinos Sergakis, Domenico Sardanelli
- FP** *Online Public Engagement is the New Deal! Along the distinctive pathway of Italian University*  
Letizia Lo Presti, Giulio Maggiore, Vittoria Marino
- EA** *Lo stakeholder engagement tramite l'utilizzo della piattaforma Instagram: un caso studio per l'analisi e le implicazioni del processo di engagement*  
Iris Burgia
- EA** *Exploration or exploitation? That's the problem through the lenses of stakeholders*  
Angeloantonio Russo, Rosamartina Schena
- EA** *The revival of corporate magazine in building stakeholder engagement*  
Alessio Di Leo, Lorenza Gerardi, Fabiola Sfodera, Alberto Mattiacci
- EA** *Examine organizational routines of US universities for a "better society" under the COVID 19 pandemic*  
Antigoni Papadimitriou

Sept 7th  
15.30 - 17.30

## Looking for resilience along value creation processes

SESSION CHAIR: Valentina De Marchi, *University of Padova*

- FP** *Internal audit and risk analysis: the particular case of a public entity in Portugal*  
Maria da Conceição da Costa Marques
- FP** *Orienting East Naples' new Special Economic Zone (SEZ) to-wards Circular Economy (CE) and Creative Industry (CI) for sustainable economic development*  
Raymond Saner, Lichia Yiu, Piero Accardo
- EA** *Value Co-Creation Processes Within Ecosystems: A Systematic Review*  
Beatrice Re, Giovanna Magnani
- EA** *The determinants of eco-innovation strategies. An empirical investigation of two European countries*  
Ida D'Attoma, Silvia Pacei
- EA** *The impact of Covid-19 emergency on live performing arts: Teatro Coccia in Novara and its supply chain*  
Clementina Bruno, Fabrizio Erbetta, Giovanni Fraquelli



Evento in collaborazione con ADACI - in lingua italiana

Lunedì 7 settembre 2020

8.45 - 17.30 **ADACI MAGISTER VII edizione Progetto SMART “FUNZIONE ACQUISTI TRA INNOVAZIONE E COMPETENZA”**

Evento riservato ai soci ADACI (Associazione Italiana Acquisti e Supply Management) e ai partecipanti al gruppo tematico “Operations and Supply Chain Management” (in lingua italiana)

Per informazioni contattare informazione@adaci.it e/o fabrizio.santini@adaci.it o consultare il sito ADACI [www.adaci.it](http://www.adaci.it). La partecipazione all'evento è gratuita sia per i Soci ADACI che per i Soci SIMA previa iscrizione online all'indirizzo: <https://shop.adaci.it/magister-7-set-2020-in-streaming.html>

Sintesi del programma

- 8.45 Registrazione partecipanti  
 9.00 Saluti e apertura convegno, Fabrizio Santini (ADACI)  
 9.05 L'importanza della collaborazione tra università ed Aziende tra qualifica e certificazione della professione, Francesco Rizzi, Andrea Lucarelli (ADACI), Fabrizio Santini (ADACI)  
 9.15 Il progetto SMART (comitato scientifico ADACI)  
 9.30-11.30 Presentazioni paper  
 All'interno della sessione si discuteranno, tra gli altri, i seguenti lavori del gruppo tematico SIMA:

Sept 7th  
9.30-11.30

**Operations and supply chain management**

SESSION CHAIRS: Paola Signori, *University of Verona*; Fabrizio Santini, *ADACI*

EA *Supply chains network during a global crisis: Covid-19 emerging challenges*  
Alessandro Cinti, Andrea Sabatini, Gian Luca Gregori

EA *Responsible management: A cutting edge for sustainability in the fashion supply chain*  
Kunle Francis Oguntegbe, Nadia Di Paola, Roberto Vona

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15.30 - 17.30 Presentazioni paper  
All'interno della sessione si discuteranno, tra gli altri, i seguenti lavori del gruppo tematico SIMA:

Sept 7th  
15.30-17.30

**Operations and supply chain management**

SESSION CHAIRS: Francesco Rizzi, *Scuola Sant'Anna*; Andrea Lucarelli, *ADACI*

EA *SMEs @ Industry 4.0: A comparison between top and average performers*  
Marco Bettiol, Mauro Capestro, Eleonora Di Maria, Stefano Micelli

EA *In search of new tools for improving transactional processes. A manufacturing case study*  
Piero Gabberi, Andrea Chiarini

FP *The impact of sustainability orientation on firm propensity to ally*  
Stefano Romito, Angeloantonio Russo, Clodia Vurro



## Conference Tracks: GRAND CHALLENGES: COMPANIES AND UNIVERSITIES WORKING FOR A BETTER SOCIETY

Sept 8th  
9.00 - 10.30

### Entrepreneurial universities and academic entrepreneurship

SESSION CHAIR: Alessandra Perri, *Ca' Foscari University of Venice*

- FP** *Torino City Lab, an open innovation participatory ecosystem. The city works with entrepreneurial universities in shaping the smart city ecosystem*  
Valentina Cillo, Nicola Farronato, Veronica Scuotto, Marco Pironti, Paola Pisano, Manlio Del Giudice
- EA** *Academic Governance insights of University Spin-offs: a micro-foundational perspective of life-science ventures*  
Mauro Sciarelli, Mario Tani, Giovanni Catello Landi, Lorenzo Turriziani, Anna Prisco
- EA** *Exploring the main drivers of academic frustration: a systematic scale development*  
Marco Balzano, Guido Bortoluzzi, Mbieke Stephen Ndula
- EA** *"Does the presence of the university affect residents' perceived quality of life? An empirical investigation"*  
Angelo Riviezzo, Maria Rosaria Napolitano, Giancarlo Ragozin

Sept 8th  
9.00 - 10.30

### Corporate legality, illegality, irresponsibility wrongdoing & corruption

SESSION CHAIR: Claudio Baccarani, *University of Verona*

- FP** *Company's distress and legality under the magnifying glass of artificial intelligence: the contribution of decision trees to identify best practices*  
Sergio Barile, Irene Buzzi, Ernesto D'Avanzo
- EA** *Strategic approaches to corporate wrongdoing prevention: An explorative analysis of whistleblowing arrangements in Italy*  
Alessandra Mazzei, Alfonsa Butera, Silvia Ravazzani
- EA** *Rating di legalità e rating d'impresa a supporto della cultura della legalità. Un inquadramento concettuale*  
Irene Buzzi, Ettore D'Ascoli

Sept 8th  
9.00 - 10.30

## Knowledge transfer, exchange and circulation

SESSION CHAIR: Antonella Angelini, *University of Pisa*

- EA *The SMES digital entrepreneurial ecosystem: a matter of trust*  
Luca Marinelli, Antonio Crupi, Alberto Di Minin, Nicola Del Sarto, Gian Luca Gregori, Dominique Lepore, Francesca Spigarelli
- EA *Knowledge spillover among Italian cities: the impact of youth entrepreneurship and high-tech firms on cities attractiveness*  
Filippo Marchesani, Francesca Masciarelli
- EA *Mapping the Conceptual Structure of Patent Ecosystems: The Case of Singapore*  
Carmela Elita Schillaci, Elona Marku, Maria Chiara Di Guardo
- EA *Ecosistemi di innovazione: il contributo di EIT Health allo sviluppo di partenariati pan-europei dinamici*  
Nunzia Capobianco

Sept 8th  
9.00 - 10.30

## Responsible and green innovation

SESSION CHAIR: Laura Michelini, *LUMSA University*

- EA *Which came first: on the evolution of environmental identity and entrepreneurial identity in environmental entrepreneurship.*  
Chiara De Bernardi
- EA *The interplay of business models with sustainable innovations: evidence from Italian SMEs in the energy sector*  
Eleonora Annunziata, Francesco Rizzi, Marco Frey
- EA *Do women promote environmental sustainability? A European patent analysis*  
Mariasole Bannò, Marco Traversi, Graziano Coller

Sept 8th  
9.00 - 10.30

## Responsible management and finance

SESSION CHAIR: Francesco Rizzi, *Scuola Sant'Anna*

- EA *CSR disclosure and environmental topics: what's happen in American corporates?*  
Assuntina Coviello, Alessandra De Chiara
- EA *Exploring the antecedents of responsible leadership behaviour at individual and organisational levels*  
Francesco Rizzi, Chiara Pellegrini, Eleonora Annunziata, Marco Frey
- EA *Coopetition Strategy as Management Innovation: Evidence from the Alliance between Luna Rossa & Emirates Team New Zealand*  
Giovanni Battista Dagnino, Anna Minà



Sept 8th  
9.00 - 10.30

## Impatto dell'emergenza Covid e di altre crisi: alla ricerca della resilienza nella gestione

SESSION CHAIR: Alberto Pastore, *Sapienza University of Rome*

- EA *Resilienza delle città e mobilità degli studenti: Come le città rispondono ai disastri naturali*  
Filippo Marchesani, Francesca Masciarelli
- EA *I Water Safety Plans come strumento di gestione preventiva e resiliente: analisi di una esperienza*  
Natalia Marzia Gusmerotti, Valentina Nisticò, Alessandra Borghini, Tiziana Cenderello, Marco Frey
- EA *L'impatto del lockdown nel business-to-business: il caso italiano*  
Ludovica Moi, Francesca Cabiddu
- EA *Efficienza e produttività del personale nel settore bancario italiano. Le leve industriali a sostegno dei piani strategici post Coronavirus*  
Michele Costa, Alberto Pastore

Sept 8th  
10.30-13.00

## Universities and knowledge co-creation with Industry and society

SESSION CHAIR: Francesca Cabiddu, *University of Cagliari*

- FP *Building Bridges between Universities and Primary Schools. A powerful Collaboration to Spread Entrepreneurial Mindset in Pupils.*  
Angela Dettori, Michela Floris
- EA *Intellectual Capital disclosure and third mission in Italian Universities*  
Roberto Mavilia, Roberta Pisani
- FP *Value co-creation in University-Industry collaboration. An exploratory analysis in digital research projects*  
Francesco Polese, Maria Vincenza Ciasullo, Raffaella Montera
- EA *Enhancing Triple Helix Model Through University Educational Offer*  
Giulia Tagliazucchi, Gianluca Marchi



Sept 8th  
10.30-13.00

## Università tra produzione e propagazione dei saperi (in lingua italiana)

SESSION CHAIR: Matteo Corciolani, *University of Pisa*

- EA *La formazione e l'evoluzione dei team imprenditoriali: un focus sugli spin off accademici*  
Rosangela Feola, Chiara Crudele, Roberto Parente, Massimiliano Vesci.
- FP *Critical Management Education, "The Role of the Reader", and "New Media Literacy": Teaching Management Studies as Social Practice*  
Francesco Crisci
- EA *L'innovazione del business model dell'Università per le attività di formazione*  
Savino Santovito, Raffaele Silvestri, Sergio Salomone, Gaetano Macario
- FP *La co-creazione del valore e della conoscenza nei sistemi di servizio smart: le relazioni università-industria-governo-utenti come acceleratore di (co)-innovazione*  
Francesco Polese, Orlando Troisi, Paola Castellani, Mara Grimaldi
- EA *Network Collaborativi di Trasferimento Tecnologico dall'Università all'Industria per la Sostenibilità*  
Silvia Baiocco, Francesco Scafarto, Paola M.A. Paniccia

Sept 8th  
10.30-13.00

## Academic contribution to agenda 2030

SESSION CHAIR: Eleonora Annunziata, *Scuola Sant'Anna*

- FP *Communicating sustainability through social media in the Italian universities context*  
Marta Musso, Roberta Pinna, Pier Paolo Carrus
- EA *Opening the box of Universities' Third Mission: theoretical background and empirical investigation*  
Matilde Milanese, Enrico Marone, Valentina Papa, Simone Guercini
- EA *Diversity & Inclusion (D&I) in Management Academies: State of The Art and Future Challenges*  
Lara Penco, Arabella Mocchiari Li Destri, Alessandra Perri, Alberto Pastore, Sandro Castaldo
- EA *Fair Trade and Universities: The Case of Certified Fairtrade Universities in the UK*  
Rossella Baratta, Francesca Simeoni

Sept 8th  
10.30-13.00

## Combining market and non market elements for value creation

SESSION CHAIR: Ludovica Principato, *Roma Tre University*

- EA *Relational Goods between person, acknowledgment and Affective Commitment: A contribution to the creation of public value*  
Anna Marrucci, Riccardo Rialti, Lamberto Zollo, Cristiano Ciappei
- EA *Creative crowdsourcing: exploring the relationship between brand seeker and two-sided platform*  
Sara Scala, Federica Ceccotti, Alberto Pastore
- EA *Enabling factors of ridesharing: Trust is the main driver for potential users*  
Giovanni Mattia, Ludovica Principato, Laura Di Pietro, Carlo Alberto Pratesi
- EA *The innovation of the value capture: insights from the sharing economy*  
Cecilia Grieco, Gennaro Iasevoli

Sept 8th  
8.30-10.30

## Retailing & Service Management

SESSION CHAIRS: Beatrice Luceri, *University of Parma*; Elisa Martinelli, *Unimore*

- FP *Does Country image impact retail brand equity? A multi-cue analysis*  
Elisa Martinelli, Francesca De Canio
- EA *“Cashback programs in ecommerce retailers: the choice between pure cashback and donation”*  
Alessandro Signorini
- EA *Service innovation in the wine sector: evidence from Sicilian firms.*  
Mariapia Cutugno, Tindara Abbate, Fabrizio Cesaroni
- EA *How to keep the momentum and support the Italian NHS adopting innovation and delivering innovative services*  
Paola Roberta Boscolo, Laura Giudice, Erika Mallarini, Valeria Rappini
- EA *La gestione del paziente cronico: nuove tecnologie e nuovi modelli organizzativi*  
Roberto Parente, Antonio Botti, Antonella Monda, Erika Naponiello

Sept 8th  
8.30-11.00

## Small and family business

SESSION CHAIR: Tiziano Vescovi, *Ca' Foscari University of Venice*

- EA *Transgenerational succession in long standing family firms: the “Huey, Dewey and Louie” pattern*  
Elisa Conz, Giovanna Magnani
- FP *Longevità, sensibilità al rischio e familiness nelle imprese familiari: una cluster analysis*  
Salvatore Esposito De Falco, Francesco Mirone, Domenico Sardanelli, Eduardo Esposito
- EA *Narcissistic CEOs in Family Firms and their Role in Innovation*  
Paola Rovelli, Alfredo De Massis, Louis Gomez-Mejia
- EA *The employment of nonfamily managers in family firms: An empirical investigation of normative heterogeneities in top management team (TMT) from a sample of European firms.*  
Alfredo D'Angelo
- EA *Family Firms In Times Of Digital Innovation: Transferring Knowledge Across Generations*  
Emanuela Rondi, Leopold Von-Schlenk Bansdorf, Ruth Uberbacher, Alfredo De Massis, Marcel Hulsbeck
- FP *Family firms, women and innovation*  
Mariasole Bannò, Giorgia D'Allura, Graziano Coller

Sept 8th  
10.30-13.00

## Entrepreneurship

SESSION CHAIR: Roberto Parente, *University of Salerno*

- FP *Heuristics in family business entrepreneurial continuity: a framework for transgenerational imprinting*  
Bernardo Bertoldi, Augusto Bargoni, Chiara Giachino
- EA *Raccolta di fondi nel Crowdfunding Reward-Based: Il ruolo delle tipologie di prodotto*  
Francesco Cappa, Stefano Franco, Edoardo Ferrucci, Riccardo Maiolini
- EA *Exploring and comparing the impact of reward crowdfunding and equity crowdfunding on company performance*  
Ciro Troise, Elena Candelo, Diego Matricano, Mario Sorrentino
- EA *“Sono super, finanziami!” L’impatto del narcisismo imprenditoriale sulle scelte di finanziamento di Business Angel e Venture Capitalist*  
Simona Leonelli, Francesca Masciarelli
- EA *Biology and Entrepreneurship: how they can meet?*  
Mariacarmela Passarelli, Valentina Cucino, Erika Cione, Alberto Di Minin, Alfio Cariola, Roberto Cannataro
- EA *Neuroscience & business: a Bibliometric Analysis*  
Valentina Cucino, Mariacarmela Passarelli, Alberto Di Minin, Alfio Cariola
- EA *Effectiveness of training methods for SME managers*  
Oksana Tokarchuk, Roberto Gabriele

Sept 8th  
10.30-13.00

## Innovation and Technology Management

SESSION CHAIR: Maria Colurcio, *Magna Graecia University of Catanzaro*

- EA *Resource-constrained innovation at the BoP: evidences from a digital startup*  
Laura Michelini, Alessia Pisoni, Gloria Martignoni
- FP *Open innovation in family firms: an analysis on high tech firms for cultural goods*  
Elena Casprini, Tommaso Pucci, Hans Rüdiger Kaufmann, Lorenzo Zanni
- FP *La gamification a supporto dei processi di reclutamento e formazione delle risorse umane. Evidenze da un multiple case study*  
Francesca Iandolo, Irene Fulco, Francesca Loia, Pietro Vito
- EA *Gli Assistenti Vocali agli occhi dei millennials: un’indagine esplorativa*  
Michela Patrizi, Maria Vernuccio, Alberto Pastore
- EA *The commercialization of highly technological products in the context of Industry 4.0: a B2B SMEs perspective*  
Andrea Sabatini, Sara Bartoloni, Gian Luca Gregori

Sept 8th  
10.30, 13.00

## Marketing

SESSION CHAIR: Alberto Mattiacci, Sapienza University of Rome

- FP *Sostenibilità ambientale e food packaging. Il ruolo del materiale nel processo di acquisto*  
Donata Tania Vergura, Cristina Zerbini, Beatrice Luceri, Guido Cristini
- FP *Something old, something green! A study on the relationship between Vintage Marketing and Sustainability in the Italian Agri-food sector*  
Annunziata Tarulli, Domenico Morrone, Pierluigi Toma
- EA *Bridging the gap between sales and marketing: The role of digital content marketing strategy*  
Elisabetta Monti, Chiara Ancillai, Federica Pascucci
- EA *La risposta emotiva del consumatore alle attività promozionali*  
Francesca De Canio, Davide Pellegrini
- EA *Product Authenticity: Dimensions from the Agri-foodstuffs producers' side*  
Veronica Marozzo, Alfonso Vargas-Sanchez, Tindara Abbate, Augusto D'Amico
- EA *Marketing GI Products in the Digital Age. An exploratory study*  
Chiara Bartoli
- EA *Keyword Research Analysis: A New Methodological Approach To Brand Positioning Evaluation*  
Michelle Bonera, Alessandro Bigi, Alessandra Cavalli

Sept 8th  
10.30-13.00

## Tourism and culture management

SESSION CHAIR: Tonino Pencarelli, Carlo Bo University of Urbino

- FP *La sfida della sostenibilità per il management delle stazioni sciistiche: il modello dei Club Fields neozelandesi tra esperienzialità e sense of place*  
Giulia Cambuzzi, Umberto Martini, Massimo Morellato, Federica Buffa
- EA *Una systematic literature review del turismo nautico: una prospettiva economico-manageriale*  
Clara Benevolo, Riccardo Spinelli, Agnese Caruso
- EA *Comunicare e promuovere la sostenibilità: il caso dei portali turistici regionali*  
Riccardo Spinelli, Matilda Scanu
- EA *Il Consumer Journey nel turismo: Elaborazione di un framework integrale sulla base della letteratura*  
Valentina Dini, Lamberto Zollo, Cristiano Ciappei, Riccardo Rialti
- EA *An exploration of determinants of tourist experience in the Albergo Diffuso. An Italian case study*  
Cristiana Compagno, Michela C. Mason, Francesco Raggiotto
- EA *"Privacy concerns: an exploratory analysis through big data"*  
David D'Acunto, Serena Volo
- EA *Museums' management innovation between crisis and opportunities*  
Annamaria Esposito, Angela Besana, M. Cristina Vannini, Chiara Fisichella
- EA *Distinctiveness in rural tourism: the case of Val d'Orcia*  
Gaime Berti, Nicola Bellini

Sept 8th  
10.30-13.00

## Business Cases (in lingua italiana)

SESSION CHAIR: Marco Frey, *Scuola Sant'Anna*  
In collaborazione con Società Italiana di Marketing e Pearson

- c.s. *Strategie di entrata in Cina nel settore delle cucine componibili: il caso SNAIDERO*  
Guido Bortoluzzi, Marina Chiarvesio, Donata Vianelli
- c.s. *KME Italy, un polo dell'economia circolare*  
Marco Frey, Chiara De Bernardi
- c.s. *Off-white e la nascita del luxury streetwear*  
Giuseppe Pedeliento
- c.s. *Il caso Amaro-Montenegro*  
Federica Sacco, Elisa Conz
- c.s. *How to plan for a sustainable city and tourism development? The case study of Pavia's city*  
Angelo Riva, Luciano Pilotti

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