



Sinergie  
SIMA  
Management  
Conference



Special Track  
**Imagining a better world:**  
how are companies transforming capitalism?

---

# Sinergie-SIMA 2021 Conference

LEVERAGING INTERSECTIONS  
IN MANAGEMENT THEORY AND PRACTICE

---

10-11 June 2021  
Palermo, Italy



**sinergie**  
italian journal of management



## General program: Leveraging intersections in management theory and practice

<https://www.sijm.it/sinergie-sima-2021-conference/>

### **10-11 June 2021 – Palermo, Italy**

The main topic of the conference will be discussed in plenary and parallel sessions on Thursday 10th and Friday 11th June 2021.

The plenary sessions will center on contributions from well-known academics and professionals who will participate in the debate as keynote speakers, discussants or interviewees. In the parallel sessions, full papers selected through a double-blind peer review will be presented.

One or more sessions will be dedicated to the presentation of extended abstracts to give conference participants the opportunity to present their most recent research and receive comments and suggestions from the session chair and other participants in constructive discussion sessions. A special track will be dedicated specifically to Management Case studies.

The official language of the conference is English, however the submission of full papers and extended abstracts in Italian is welcome and a selection will be included in specific sessions.

### **Conference Theme and Objectives**

An intersection is “the point where two things come together and have an effect on each other”. This is the definition provided by the Cambridge Business English Dictionary. The same definition has offered inspiration for the design of the 2021 conference organized by SIMA, Sinergie and the University of Palermo.

Indeed, a multiperspective approach is needed to generate impactful new knowledge in the field of management studies. The legitimacy of management scholars in society increasingly rests on their ability to create social and economic value by finding solutions and offering effective and timely guidance to leaders in firms and institutions. This is especially true in face of the extraordinary economic, societal, health and environmental challenges firms and governments are currently tackling worldwide because of the COVID-19 pandemic.

At this link you can find the call for papers:

<https://www.sijm.it/sinergie-sima-2021-conference/call-for-paper/>

### **Special Tracks**

Special tracks are held within the general conference with the purpose to launch specific research directions and share ideas in view of forthcoming initiatives (journal special issues, dedicated conferences).



## Special track

### Imagining a better world: how are companies transforming capitalism?

Organizers: Federico Brunetti, Laura Michelini, Andrea Piccaluga

Today there is an urgent collective call for businesses to improve the state of the world and re-establish a sense of community. Global initiatives, such as the Davos 2020 Manifesto, The European Green Deal, the EU 2030 Agenda for Sustainable Development and The Economy of Francesco, all point in one direction: companies must have a real and positive impact in changing the world.

In management literature a similar trend is occurring, as scholars from different perspectives and fields of research have identified the need to introduce new business models in which financial sustainability and social purpose coexist, by overcoming the boundaries between profit and non-profit objectives. This has led to a large body of literature dealing with the “hybrid spectrum” (Battilana et al., 2012).

Both for profit and not for profit organizations are tending to converge towards a model in which the creation of economic and social value is combined. The aim of this special track is to shed light *on the opportunities and challenges of the hybridization process in transforming capitalism.*

In this Special Track we expect contributions around the topics which have been listed above.

#### **B-CORP AND BENEFIT CORPORATION**

Certified B Corporations (B Corps) are organizations that must meet rigorous standards of social and environmental performance, while Benefit Corporations required to pursue a public benefit in addition to their core responsibility to return profits to shareholders (Hiller, 2013).

#### **THE ECONOMY OF FRANCESCO**

Scholars can draw inspiration from Pope Francis’ vision for a new economy which he has been expressing in a variety of documents and in his *Laudato Sì* and *Fratelli Tutti* encyclical documents (Asselle and Piccaluga, 2019).

#### **PURPOSE-DRIVEN COMPANIES**

Mayer (2018) described purpose-driven organizations as companies producing “profitable solutions to the problems of people and planet”, rather than involved in making “profits from producing problems for people or planet”.

#### **HUMANISTIC MANAGEMENT**

Humanistic management fundamentally presents an alternative paradigm for business based on more accurate view of human nature, the protection of dignity and the promotion of well-being (Melè D., 2003; Pirson M., 2017).

**With this call, we would like to encourage scholars to apply to the track by submitting their work in progress. The track will be an opportunity to discuss and share research directions and ideas in view of the forthcoming special issue of Sinergie Italian Journal of Management (full papers submission by 30 june 2022, publication in middle 2023).**

Special issue editors will be acting as mentors in the track and will be providing guidance on work in progress.

To submit extended abstract please follow the general conference instructions and templates  
<https://www.sijm.it/sinergie-sima-2021-conference/call-for-paper/>

Both extended abstract and papers have to be sent to: [laura.ciarmela@sinergieweb.it](mailto:laura.ciarmela@sinergieweb.it) and in copy to: [l.michelini@lumsa.it](mailto:l.michelini@lumsa.it)

Please indicate in the proposal that you are submitting to this Special Track, mentioning in the object of your email: **Submission Sinergie SIMA Conference 2021- FP or EA Special track “Imagining a better world: how are companies transforming capitalism?”**

**Deadline: April 6<sup>th</sup>, 2021**

### Suggested readings

Asselle M, & Piccaluga A. (2019), *Sorella Economia. Da Francesco di Assisi a papa Francesco: un'altra economia è possibile?*, Ed. *Porziuncola*, Assisi.

Battilana, J., Lee, M., Walker, J., & Dorsey, C. (2012). In Search of the Hybrid Ideal, in «Stanford Social Innovation Review». Summer.

Barnett, M. L., Henriques, I., & Husted, B. W. (2020), Beyond good intentions: Designing CSR initiatives for greater social impact, *Journal of Management*, 46(6), 937-964.

Hiller, J. S. (2013). The benefit corporation and corporate social responsibility. *Journal of Business Ethics*, 118(2), 287-301.

Henderson R. (2020), *Reimagining capitalism in a world on fire*, *Public Affairs*, New York.

Mayer, C. (2018). The future of the corporation: Towards humane business. *Journal of the British Academy*, 6(s1), 1-16.

Melé, D. (2003). The challenge of humanistic management, *Journal of Business Ethics*, 44(1), 77-88.

Pirson, M. (2017). *Humanistic management: Protecting dignity and promoting well-being*. *Cambridge University Press*.

Rawhouser, H., Cummings, M., & Crane, A. (2015). Benefit corporation legislation and the emergence of a social hybrid category, *California Management Review*, 57(3), 13-35.



## Organizers

### **Federico Brunetti**

Full Professor of Management  
University of Verona



### **Laura Michelini**

Associate professor of Management  
LUMSA University

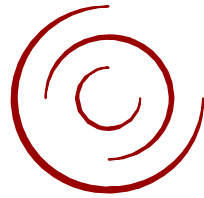


### **Andrea Piccaluga**

Professor of Innovation Management  
Scuola Superiore Sant'Anna

*Director, Istituto di Management, Scuola Superiore  
Sant'Anna*





Sinergie  
SIMA  
Management  
Conference

STAY CONNECTED: MORE TO COME SOON

## SINERGIE

Via Interrato dell'Acqua Morta 26,  
37129 Verona (Italy)  
Tel. +39 045 597655  
laura.ciarmela@sinergieweb.it

[www.sijm.it](http://www.sijm.it)

# sinergie

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

Via del Castro Laurenziano 9,  
00161 Rome (Italy)  
Tel. +39 06 49766264  
segreteria@societamanagement.it

[www.societamanagement.it](http://www.societamanagement.it)



Italian Society of  
**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 fi 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.