



Sinergie
SIMA
Management
Conference



Università
Bocconi
MILANO

SAVE THE DATE

We are proud to confirm and invite you to the

Sinergie-SIMA 2022 Conference

BOOSTING KNOWLEDGE & TRUST
FOR A SUSTAINABLE BUSINESS

June 30th and July 1st 2022
Milan, Italy



sinergie
italian journal of management



Società Italiana di
MANAGEMENT



Foreword from the Conference Chairs

Dear friends,

In the last year we have experimented the innovation of two fully virtual conferences (Pisa and Palermo), due to the Covid-19 pandemic. For June 2022 we rely on the hope that the worst of pandemic crisis will be overcome. Therefore, we are arranging a 'hybrid' conference, where participants will be able to attend 'in presence' or 'online' both plenary and parallel sessions.

This way we will enhance opportunities of participations, even for scholars who will not be able to reach Milan. We remain flexible and open to organize a pure 'online' event if external conditions will be worst at the time of the conference.

We trust that our efforts will contribute to keep the scientific debate running and ensure that all participants will overcome difficulties and can discuss their work during the 2022 conference, according to their preferences.

With our very best wishes for your continued health, safety and security,

Sandro Castaldo, SIMA and Bocconi University - Marta Ugolini, Sinergie - Gianmario Verona - Bocconi University

THE SINERGIE-SIMA CONFERENCE: OVERVIEW

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.

The main topic of the conference will be discussed in alternating plenary and parallel sessions to be held face to face and online Thursday June 30th and Friday July 1st 2022.

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

One or more sessions will be dedicated to presentation of extended abstracts. In this way participants will have the opportunity to present their research and receive comments and suggestions from the session chairs and other participants in what hopefully will be constructive discussion sessions.

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



INVITATION TO SUBMIT FULL PAPERS AND EXTENDED ABSTRACT TO THE 2022 CONFERENCE: THEME AND OBJECTIVES

The resource-based view (RBV) has been one of the most cited streams of research in the management literature. This theory has been one of the few theories completely developed within the management disciplines. Since the initial pioneering research in the 80s and 90s, the study of knowledge- and trust-based resources has interested many theoretical and empirical works concerning many issues: company strategies, mergers and acquisitions, alliances and partnerships, organization and HR, innovation, marketing, consumer behavior, channel relationships, entrepreneurship, internationalization, and more. Today the post-pandemic world presents new challenges for managers, organizations, and researchers on which a deeper understanding of knowledge- and trust-based resources can help and shed a new light.

Sustainability and a fast digital transformation are nowadays considered key goals for many companies, managers, public organizations, and governments under the umbrella of EU Next Generation Recovery Plan. The real challenge now is to enhance and leverage the intangible resources heritage - namely knowledge and trust - to get a more sustainable, inclusive and digital world and, as a consequence, for building a better society. In this perspective, also the long-term goals of the firm and its finalism have to be totally re-shaped.

Sinergie Italian Journal of Management dedicated a special issue to this topic more than 20 years ago and many scholars have studied and deepened this multi-faced topic with original approaches in our community. This 2022 Sinergie-SIMA Bocconi Conference is a great occasion to discuss about the research efforts of our research community on knowledge and trust, also to find new ways to interpret the future economic and social environment to face the post-pandemic challenges.

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**The conference welcomes both
theoretical and empirical contributions**

**It also encourages the submission of business case studies to a special session that will be organized in
collaboration with Società Italiana di Marketing (SIM) and Pearson**

KNOWLEDGE & TRUST are the pillars on which to build a more sustainable and inclusive society.

TOPICS

Based on this general idea, we welcome full papers and extended abstracts that leverage on knowledge and trust resources, resource-based theories and methods in the field of management in order to shed light on phenomena such as:

- Uncertainty, risk management, trust, knowledge, innovations and legacies of the COVID-19 pandemic
- Strategic entrepreneurship for a sustainable growth
- Artificial intelligence, blockchain and their impact on management
- Big data and business analytics for enhancing knowledge and market trust
- Trust, confidence, and relationship quality within and between organizations
- Brand trust and communication strategies
- Making intangible resources and dynamic capabilities actionable
- Innovation strategies, knowledge management and intellectual property
- Coopetition, ambidexterity, and paradoxes in management and marketing research
- Redefining the firm goals and the concept of success and performance
- Stakeholders, public engagement, and agenda 2030
- Sharing and circular economy
- Business ethics, hybrid organizations and B-corps
- Corporate social irresponsibility, corruption, and wrongdoing
- Strategies of platforms, ecosystems, networks and strategic alliances
- Corporate finance, firm growth, intangibles, ESG and resilience
- Corporate governance across legal, economic and cultural contexts
- Complexity, supply chains and cross boarder management
- Equality, diversity, inclusivity, trust, and respect in management practice and academic institutions
- Non-market, social and political strategies

Sima Thematic Groups

In addition to papers and extended abstracts that address the 2022 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:

- Sustainability
- 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 Management
- Marketing
- Strategic Communication

More details: <https://www.societamanagement.it/chi-siamo/gruppi-tematici/>



Special Joint Tracks

Special tracks are co-organized with specific international scientific academies or networks and will be held within the general conference. They will give participants an opportunity to meet international research partners and present their work in a focused context. Special tracks papers and extended abstracts are required to meet the same standards as manuscripts in the general conference; they will be reviewed by a dedicated group of reviewers.

PUBLICATION OPPORTUNITIES

Conference Proceedings

Unless publication is explicitly waived by the author(s) at the time of paper submission, 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) 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.

At least one author of paper or extended abstract must present the research output 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

The Scientific Committee of the conference will select a limited number of the papers addressing the specific theme of the conference to include them in a 2023 Special Issue of Sinergie Italian Journal of Management. 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.

Further publication opportunities

We anticipate that a number of the papers presented at the conference will be eligible for submission to other journals.

PAPER DEVELOPMENT WORKSHOP (PDW)

June 28th, 2021 – 15:00-18:30

This PDW aims to provide young scholars specific guidance and developmental feedback in the submission (or re-submission) of their working papers for potential publication to an international top-ranking journal. Initially, two distinguish scholars discuss on publishing qualitative and quantitative research. The second part is devoted to roundtable discussions. Papers will be allocated.

IMPORTANT DATES



Deadlines for full papers

17 JAN 2022

Full papers
Submission

18 FEBR 2022

Notification of peer-review result
for non-European participants

31 MARCH 2022

Notification of peer-review result
for European participants.

10 MAY 2022

Full paper prerecorded
video delivery

16 MAY 2022

Submission of revised papers
for all participants

14 JUNE 2022

Registration to the Conference

Deadlines for extended abstracts

1 MARCH 2022

Extended abstract
Submission

31 MARCH 2022

Notice of inclusion in the
conference program

30 APR 2022

Extended abstract prerecorded
video delivery

14 JUNE 2022

Registration to the Conference



CONFERENCE REGISTRATION

Register on **www.sijm.it**

Registration opens: 11 January 2022

Registration closes: 14 June 2022

Standard registration fee (on line conference): € 225,00

GENDER BALANCE AND INCLUSION

Sinergie-Sima 2022 Conference will positively seek to promote equality, diversity and inclusion. As conference organizers, we will promote diversity and inclusion in all aspects of the conference, including keynote and featured speakers, roundtables and, in the composition of the Organizing and Scientific Committee.



CONFERENCE ORGANIZATION



CONFERENCE CHAIRS

Gianmario Verona
Sandro Castaldo
Marta Ugolini

Bocconi University
Bocconi University - SIMA
University of Verona - Sinergie

STAY CONNECTED: MORE TO COME SOON

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