



**Sinergie SIMA**  
Management Conference

# Rediscovering local roots and interactions in management

June 29<sup>th</sup>-30<sup>th</sup>, 2023  
preconference June 28<sup>th</sup>, 2023

LUM University and University of Bari  
Mercure Villa Romanazzi Carducci  
Via Giuseppe Capruzzi, 326, 70124 Bari (Italy)

***Programme***



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DEGLI STUDI DI BARI  
ALDO MORO



## WEDNESDAY JUNE 28<sup>th</sup>, 2023

### *Pre-conference*

**15.00-18.00 PAPER DEVELOPMENT WORKSHOP**

Palazzo Pasquale Del Prete, Piazza Cesare Battisti (Bari)  
Rooms 15-16-17, floor 2 - B

**15.00 Welcome:** Angeloantonio Russo, *LUM University*

**15.15 Round Table** “From Blank Page to Publication in Top Journals”

Moderator: Rosamartina Schena, *LUM University*

Keynote speakers:

Michael Christofi, *Cyprus University of Technology*

Andrew Crane, *University of Bath*

Beatrice D'Ippolito, *University of York*

**16.00 Coffee break**

**16.15 Parallel Sessions**

Session 1: *Addressing Theoretical Contribution*

Discussants: Beatrice D'Ippolito and Clodia Vurro

Session 2: *Relevance in Management Research: Addressing Managerial Implications*

Discussants: Pasquale Massimo Picone and Stefano Romito

Session 3: *Developing Rigorous Research Methods*

Discussants: Michael Christofi and Domenico Morrone

**18.00 Closing Remarks**

Raffaele Campo, *University of Bari*

### *Pre-conference (for early scholars)*

**18.30-19.00 Social activities by SIMA Next Generation team**

Elona Marku, *SIMA Next generation team*

Alba Marino, *SIMA Next generation team*

Gabriele Murtas, *SIMA Next generation team*

### *Bari downtown*

**19.15-20.30 Rediscovering Bari, traditions, and amenities**

Local guides:

Raffaele Campo, *University of Bari*

Domenico De Fano, *LUM University*

Rosamartina Schena, *LUM University*

**20.30-22.30 Dinner and networking at La Biglietteria, Largo Adua 3, Bari**



## **THURSDAY JUNE 29<sup>th</sup>, 2023**

**8.30**                    **Registration desk, Villa Romanazzi Carducci (room: Europa)**

### **Preliminary Conference Activities**

**9.00-9.45**            **SINERGIE ITALIAN JOURNAL OF MANAGEMENT - SCIENTIFIC ADVISORY BOARD & PERMANENT REVIEWERS MEETING** (room: Federico II)

Chairs: Marta Ugolini and Alberto Pastore, *Editors in Chief, Sinergie Italian Journal of Management*

*Meeting of the scientific components of Sinergie Journal, open to all delegates*

**9.45-10.30**        **CONFERENCE SCIENTIFIC COMMITTEE MEETING** (room: Nobel)

Chair: Beatrice Luceri, *Coordinator Scientific Committee*

*Meeting by invitation*

### **Conference welcome**

**9.00-10.30**        **Welcome coffee**

### **Plenary sessions (room: Europa)**

**9.45-10.30**        **MEET THE EDITOR SESSION**

Chair: Elisa Martinelli, *Modena-Reggio Emilia University*

Editors:

Beatrice D'Ippolito, *Associate Editor, Journal of Management Studies*

Alberto Pastore, *Co-Editor in chief, Sinergie Italian Journal of Management*

Giuseppe Pedeliento, *Associate Editor, Journal of Product and Brand Management*

Andrea Piccaluga, *Associate Editor, R&D Management*

Silvia Sedita, *Editor, Journal of Management and Governance*

Donata Vianelli, *Editor, Micro & Macro Marketing*

**10.30-11.00**        **CONFERENCE OPENING CEREMONY**

#### **Welcome greetings**

Stefano Bronzini, *Rector, University of Bari*

Antonello Garzoni, *Rector, LUM University*

Arabella Mocciano Li Destri, *President, Italian Society of Management, SIMA*

Chiara Mauri, *Secretary, Italian Society of Marketing (SIM)*

Sandro Castaldo, *President, International Federation of Scholarly Associations of Management (IFSAM)*

Madeleine Barrows, *CEO, British Academy of Management*



- 11.00-11.10** **Plenary session** (room: Europa)  
**Introduction to the conference theme**  
Angeloantonio Russo, *LUM University*, Savino Santovito, *University of Bari*
- 11.10-12.00** **Keynote session**  
Chair: Angeloantonio Russo, *LUM University*, Savino Santovito, *University of Bari*  
Keynote speaker:  
Uri Gneezy, *Epstein/Atkinson Chair in Management Leadership, Professor of Economics and Strategy, Rady School of Management, UC San Diego*  
**Mixed Signals: How Incentives Really Work**  
Keynote speaker:  
Paolo Spazzini, *Managing Director, Deloitte NextHub, Bari*  
**Increasing South Italy Value through Deloitte NextHub**  
Q&A session
- 12.15-13.15** **Meetings of the SIMA Thematic Groups**  
*Entrepreneurship* (room: Villa Giulia A+A1)      *Small & family business* (room: D'Annunzio)  
*Innovation & technology management* (room: Europa)      *Strategic communication* (room: Villa Giulia B+BFA)  
*International business* (room: Liberty)      *Strategy & Governance* (room: Federico II)  
*Marketing* (room: Villa Giulia C)      *Supply chain management, logistics & operations* (room: Carducci)  
*Purpose-driven businesses* (room: D)      *Sustainability* (room: Villa Giulia B1)  
*Retailing & service management* (room: Nobel)      *Tourism & culture management* (room: Villa Giulia C1)
- 13.15-14.30** **Lunch - Garden**
- 14.30-16.30** **Parallel sessions**
- 16.30-17.00** **Coffee break - Garden**
- 17.00-18.00** **Plenary sessions**  
**Agrifood Business panel - Tavola rotonda con le imprese (in lingua italiana)**  
(room: Europa)  
Chair: Cenizio Di Zanni, *Repubblica*  
Participants:  
Gianvito Altieri, *Direttore Tecnico, Fungo Puglia Scarl*  
Graziano Altieri, *Direttore, Treggi srl*  
Pippo Cannillo, *Presidente e Amministratore Delegato, Maiora srl*  
Domenico Notarnicola, *Direttore Generale, Gruppo Gioiella*  
Raffaele Raso, *CSR Manager, Andriani SpA SB*  
**Innovation Business panel - Tavola rotonda con le imprese (in lingua italiana)**  
(room: Federico II)  
Chair: Vincenzo Rutigliano, *Sole 24 Ore*  
Participants:  
Domenico Favuzzi, *Presidente e Amministratore Delegato, Exprivia*  
Paolo Lumaca, *Presidente Consorzio ICEA certifica*  
Marcello Mangia, *Presidente e Amministratore Delegato, Mangia's Aeroviaggi*  
Potito Salatto, *Presidente, Aiop Puglia*  
Roberto Tobia, *Segretario Nazionale, FederFarma*
- 18.00-19.00** **SIMA general assembly - Assemblea dei soci SIMA (in lingua italiana)**  
Chair: Arabella Mocchiari Li Destri, *President SIMA*  
*The assembly is open to all SIMA members*
- 19.00** **Social events, celebrations, and cocktail - Garden**





## FRIDAY JUNE 30<sup>th</sup>, 2023

**9.00-11.00** **Parallel sessions**

**11.00-11.30** **Coffee break** - Garden

**11.30-12.30** **Plenary session** (room: Europa)  
**Roundtable - Qualità e valutazione nella carriera accademica: il mestiere del docente di fronte alle sfide attuali**

Chair: Arabella Mocchiari Li Destri, *President, SIMA*

Participants:

Antonio F. Uricchio, *President, ANVUR*

Sandro Castaldo, *President, IFSAM*

Guido Cristini, *Member CUN Area 13*

Alberto Pastore, *Founding President, SIMA*

Michele Pizzo, *President, AIDEA*

Alessandro Zattoni, *President, EURAM*

Q&As from the audience

**12.30-14.00** **SIMA Life - Brown Bag Meeting of the Thematic Groups** (room: Federico II)

Chairs:

Beatrice Luceri, *University of Parma*

Giovanna Magnani, *University of Pavia*

Fabio Musso, *University of Urbino*

Meeting by invitation

**12.30-14.00** **SIMA Life - Brown Bag Meeting of the Local Correspondents** (room: Nobel)

Chairs:

Maria Colurcio, *University of Catanzaro*

Fabio Musso, *University of Urbino*

Meeting by invitation

**12.30-14.00** **Lunch** - Garden

**14.00-16.00** **Parallel sessions**

**16.00-16.30** **Coffee break** - Garden

**16.30-17.00** **Plenary session** (room: Europa)

**Conference conclusion, reflections and take-aways**

Chair: Arabella Mocchiari Li Destri, *President, SIMA*

**Award ceremony**

Beatrice Luceri, *Selected and Best Paper Awards*

Marta Ugolini and Alberto Pastore, *SIJM Best Reviewer Award*

Angelo Bonfanti, *Conference Best Reviewer Awards*

**SIMA LIFE**

Laura Michelini, *Head of the SIMA programme "Make it a case"*

Roberto Vona, *SIMA delegate for the Festival of Management*

**Closing remarks**

Claudio Baccarani and Gaetano M. Golinelli, *Former Chair, Convegno Annuale Sinergie*

**17.00** **Announcement of 2024 Conference**

Thanks to:

## Partners

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## Patronage





# PARALLEL SESSIONS

THURSDAY JUNE 29<sup>th</sup>, 2023

14.30-16.30

June 29<sup>th</sup>  
14.30-16.30

Room: Villa  
Giulia A+A1

## Entrepreneurship

**SESSION CHAIR:** Bice Della Piana, *University of Salerno*

- SP **Woman entrepreneurship in Italian startup ecosystem**  
Fabio Greco - Gesualda Iodice - Francesco Bifulco
- SP **The impact of corporate governance on corporate social responsibility in family firms: What effects?**  
*Francesco Gangi - Lucia Michela Daniele - Nicola Varrone - Maria Coscia - Eugenio D'Angelo*
- SP **Consortia's performance in public procurement contracts: Preliminary evidence from road works**  
*Andrea Bafundi - Riccardo Camboni - Luigi Moretti - Paola Valbonesi*
- LP **Does the local government matter? Family firms and green innovation**  
*Francesco Chirico - Helena Li*
- SP **The mitigating effect of electronic commerce adoption on the negative relationship between public tendering and export: Evidence from Italian food & beverage SMEs**  
*Jacopo Ballerini - Daniele Giordino*
- SP **Critical thinking in business – Comparative analysis of online job postings in Italy and Poland**  
*Małgorzata Skrzek-Lubasińska - Radosław Malik - Vilma Çekani*
- SP **Radical innovation project and equity crowdfunding: The role of prior financing and of Teamwork creativity**  
*Carlotta Bottaro - Raffaele Staglianò - Fabrizio Cesaroni*
- SP **Human psychology and investment decisions of cryptocurrencies investors**  
*Naveed and Rehan*
- LP **Unpacking the drivers of the socio-environmental sustainability of new ventures: Insights from innovative digital start-ups in Italy**  
*Leonardo Mazzoni - Silvia Rita Sedita*

June 29<sup>th</sup>  
14.30-16.30

Room:  
Europa

## Innovation & technology management

**SESSION CHAIRS:** **Maria Colurcio**, *Magna Grecia University of Catanzaro*  
**Anna Codini**, *University of Brescia*

- LP **Sensemaking and AI: From making sense of the world to making sense of the black box**  
*Domenico di Prisco - Silvia Dello Russo - Luigi Marengo*
- SP **The effect of dynamic capabilities on AI adoption and management in the Wine Ecosystem**  
*Giovanna Bagnato - Angelo Camillo - Cecilia Casalegno - Chiara Civera*
- SP **Artificial intelligence and digital entrepreneurship: Literature review and further research**  
*Piero Valentini - Mariacarmela Passarelli - Giuseppe Bongiorno - Alfio Cariola*
- LP **Old wine in new bottles? The challenges and opportunities of the metaverse**  
*Giulio Ferrigno - Alessandro Baroncelli*
- SP **Beyond the virtual realm: An introductory investigation on inward and outward emotional responses to sustainable fashion products in the metaverse**  
*Irene Della Sala - Marco Francesco Mazzù - Angelo Baccelloni*
- SP **Prototyping new organizational forms to develop and transfer digital innovation: Design and validation**  
*Valentina Forrer - Alessandro Narduzzo - Monica Nathalie Bertolini*
- SP **Living Labs: A systematic literature review**  
*Khatereh Ghasemzadeh - Francesca Capo - Lorena Maria D'Agostino - Salvatore Torrissi*
- LP **Unlocking the potential of professional social matching in innovation ecosystems: A conceptual framework and research agenda to foster local interactions in global networks**  
*Matteo Spinazzola - Nicola Farronato - Alan Murray - Marco Pironti*

June 29<sup>th</sup>  
14.30-16.30

Room: Villa  
Giulia  
B+BFA

## Innovation & technology management

**SESSION CHAIR:** **Angela Caridà**, *Magna Grecia University of Catanzaro*

- SP **Innovation and Peripheries: Cross-disciplinary evidence from a bibliometric review**  
*Alba Marino - Giovanna Terrizzi - Maria Cristina Cinici - Daniela Baglieri*
- SP **A bibliometric analysis of the effect of emerging technologies on management theories: Current themes and research agenda**  
*Valerio Natale - Niccolò Fiorini - Tommaso Pucci - Elena Casprini - Lorenzo Zanni*
- SP **The impact of technological improvements in the agri-food sector: A literature review from a managerial perspective**  
*Alberto Massacci - Meriam Trabelsi - Elena Casprini - Tommaso Pucci - Lorenzo Zanni*
- SP **Determinants of digital financial behavior**  
*Silvia Intini - Candida Bussoli - Lucrezia Fattobene*
- SP **New solutions for old issues: Exploring business model innovation in food sharing platforms**  
*Cecilia Grieco - Alberto Morgante*
- SP **Evoluzione del modello di business nella filiera agroalimentare: l'impatto degli investimenti tecnologici**  
*Diletta Piloca - Bernardino Quattrococchi - Sabrina Restante - Francesco Mercuri*
- SP **Intelligenza artificiale generativa, analytics ed innovazione di prodotto: alcune riflessioni critiche**  
*Marcello Mariani - Satish Nambisan*
- SP **Blockchain advanced technology adoption for circular economy: A maturity model approach in agri-food sector**  
*Adele Parmentola - Ilaria Tutore - Francesco Calza - Antonio Forcina - Antonella Petrillo - Fabio De Felice*



June 29<sup>th</sup>  
14.30-16.30

Room:  
Liberty

## International business

SESSION CHAIR: **Antonella Zucchella**, *University of Pavia*

- SP **International marketing and spirituality: Is there a relationship?**  
*Raffaele Campo - Pierfelice Rosato - Savino Santovito - Silvia Gravili*
- LP **Advanced technologies and SME international competitiveness**  
*Rubina Romanello - Valerio Veglio - Marina Chiarvesio*
- SP **Investigating the interdependence of innovation and internationalization**  
*Mariasole Bannò - Emilia Filippi - Chiara Leggerini*
- SP **Grasping internationalization choice: An investigation of learning in the pre-entry and post-entry phase**  
*Viviana Rondelli*
- SP **The role of country-of-origin in the relationship between sustainability and consumers' willingness to pay for a brand**  
*Maria Gabriela Montanari - Michela Matarazzo - Adamantios Diamantopoulos*
- SP **Resilience of global value chains: A multiple case study of MNEs in the healthcare industry**  
*Federica Sacco - Giovanna Magnani - Pietro Previtali*
- SP **Il ruolo di bridging institutional actor delle imprese multinazionali nella promozione della sostenibilità**  
*Cristina Leone - Pasquale Massimo Picone - Arabella Mocchiari Li Destri*

June 29<sup>th</sup>  
14.30-16.45

Room: Villa  
Giulia C

## Marketing

SESSION CHAIR: **Gabriele Baima**, *University of Turin*

- SP **Brand activism: A survey on the level of consumer awareness and involvement**  
*Fabio Musso - Federica Murrura - Elisabetta Savelli - Laura Bravi*
- SP **Generation z's reactions to brand activism: The role of self-identity and familiarity**  
*Antonella Cammarota - Generoso Branca - Vittoria Marino - Riccardo Resciniti*
- SP **Managing consumer-brand relationships on digital live streaming platform: A comparative study**  
*Francesco Calza - Giuseppe La Ragione - Michele Quintano - Marcello Risitano*
- SP **Coping strategies and corrective actions to address consumer vulnerability in the digital context: A systematic literature review**  
*Veronica Capone - Letizia Lo Presti - Giulio Maggiore*
- SP **The benefit factor: Understanding the role of benefits in in-game advertising consumers' response**  
*Luca Matteo Zagni - Cristian Rizzo*
- LP **Wellbeing and sustainability in the marketing literature: A bibliometric approach**  
*Francesca Celio - Francesco Ricotta - Michela Addis*
- SP **The rise of virtual influencers: Bizarrely realistic or scarily uncanny?**  
*Rada Gutuleac - Gabriele Baima - Cristian Rizzo*
- SP **Something red, something blue. A psychomarketing approach to political branding**  
*Andrea Bazzani - Giovanni Gasparini - Ugo Faraguna - Giuseppe Turchetti*
- SP **Food labels in a consumer behavior perspective: A bibliometric analysis**  
*Guido Cristini - Anna Boncompagni - Cristina Zerbini*

June 29<sup>th</sup>  
14.30-16.30

Room: Villa  
Giulia D

## Rediscovering local roots & interactions in management

**SESSION CHAIRS:** Domenico Morrone, *LUM University*  
Pierfelice Rosato, *University of Bari*

- SP **Exploring the role of social proximity and relational learning in boosting collaborative innovation**  
*Anna Marrucci - Diletta Vianello - Cristiano Ciappei*
- LP **Reaching the SDGs by 2030: At what point is Italy? Evidence from firms at the regional clusters' level**  
*Raffaella Montera - Salvatore Esposito De Falco*
- SP **The relevance of local business ecosystem in sustainable business model**  
*Rosaria Ferlito - Rosario Faraci*
- LP **Local resources and interactions in an entrepreneurial ecosystem perspective: An introductive study**  
*Maria Grazia Strano*
- LP **Low-cost carriers in the tourism industry: A big data perspective on destination management**  
*Francesco Russo - Alessia Munnia - Melita Nicotra - Marco Romano*
- SP **The interplay between humanistic management and regenerative development: Renewal of community-based destinations in the hinterland**  
*Stefan Lazic - Maria Della Lucia*
- SP **Co-producing chronic care services in rural and urban scenarios: two discrete choice experiments**  
*Veronica Spataro - Sabina De Rosis - Milena Vainieri*
- LP **Sport facilities of Eastern Macedonia and Thrace Region in Greece. A project for sport development**  
*Georgia Yfantidou - Panagiota Balaska - Eleni Spyridopoulou - Alkistis Papaioannou*

June 29<sup>th</sup>  
14.30-16.30

Room:  
Nobel

## Retailing & service management

**SESSION CHAIR:** Elisa Martinelli, *University of Modena and Reggio Emilia*

- SP **Preferences for monetary and non-monetary rewards in loyalty programs: The effect of gender and generation**  
*Giada Salviatti - Marco Ieva - Cristina Ziliani*
- SP **The gap between real and perceived sustainability inside grocery stores**  
*Maria Grazia Cardinali - Benedetta Grandi - Susanna Graziano*
- SP **Grocery shopping: Just a matter of time?**  
*Chiara Mauri - Fausto Pacicco - Greta Siracusa - Luigi Vena - Andrea Venegoni*
- LP **Why are born-digital retailers expanding offline?**  
*Giulia Casagrande - Birgit Hagen*
- SP **The rise of a new retail landscape: The pervasive metaverse retailing**  
*Federica Caboni - Vincenzo Basile*
- SP **The Metaverse phenomenon: A first approach based on bibliometric analysis**  
*Simone Aiolfi - Beatrice Luceri - Marta Barattin - Sabrina Latusi*
- SP **Artificial intelligence robots in social groups: An extension of the AIDUA model**  
*Fabiana Sepe - Valentina Della Corte - Giovanna Del Gaudio - Simone Luongo - Enrico Di Taranto*

June 29<sup>th</sup>  
14.30-16.30

Room:  
D'Annunzio

## Small & family business

**SESSION CHAIRS:** **Alfredo D'Angelo**, *Cattolica del Sacro Cuore University*  
**Elisa Conz**, *University of Pavia*

- SP **What open innovation practices enhance SMEs' adoption of big data?**  
*Giulio Ferrigno - Saverio Barabuffi- Enrico Marcazzan - Andrea Piccaluga*
- SP **Innovation strategies in family firm IPOs and the role of external investors**  
*Mario Ossorio*
- SP **Innovative SMEs, board gender diversity and firm performance: An empirical analysis in Italy**  
*Valeria Schifilliti - Elvira Tiziana La Rocca*
- SP **A four steps approach to achieve digital innovation in family enterprises: Evidence from multigenerational Italian firms**  
*Marco Mismetti - Samuel Wayne Appleton - Emanuela Rondi - Alfredo De Massis*
- SP **Organizational adaptability and digital innovation in the agri-food start-ups: An emerging perspective on the mediating role of digital learning orientation**  
*Ilaria Mastrorocco - Federica Stella Blasi - Edmund Imbrah*
- SP **Exploring the interplay between digital implementation and SMEs' performance: An empirical study**  
*Ludovica Antenzio - Daniela Di Bernardino*
- SP **The internationalization of luxury SMEs: Untangling the liability of localness**  
*Andrea Runfola - Matilde Milanese - Simone Guercini*
- SP **Trusts, trustees and family firm governance: A governmentality analysis**  
*Andrea Pulcini - Damiano Montani*

June 29<sup>th</sup>  
14.30-16.30

Room:  
Federico II

## Strategy & governance

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

- SP **Metaverse, business models and value creation mechanisms: A systematic literature review**  
*Giorgia Profumo - Ginevra Testa*
- SP **Digital platforms business models. A systematic literature review**  
*Daniele Binci - Giorgia Masili - Corrado Cerruti - Andrea Appolloni*
- SP **Social organizations towards a digital mindset: An exploratory analysis of third sector organizations and their digital needs**  
*Riccardo Maiolini - Francesca Capo - Paolo Venturi*
- SP **Feminist perspective in management. A bibliometric analysis and literature review**  
*Carmela Elita Schillaci - Marco Galvagno*
- LP **Language as a tool to achieve the gender gap: Examining the use and attitudes toward gender-inclusive language in top echelon positions**  
*Andrea Franzoni - Chiara Leggerini - Alessandra Teresa Cignarella - Martina Rosola - Mariasole Bannò*
- LP **Gender diversity in the workplaces: Regulatory framework, public policies, and a possible future scenario in Italy**  
*Salvatore Esposito De Falco - Rosario Bianco - Giuseppe Calabrese - Elaheh Anjomrouz*
- LP **Diversity & Inclusion: una review bibliometrica**  
*Carmela Di Guida - Francesco Laviola - Salvatore Esposito De Falco*
- LP **Effetti sulla performance delle leggi sulle quote di genere**  
*Mariasole Bannò - Emilia Filippi - Chiara Leggerini*
- SP **Nurse clinical leadership and psychological empowerment in healthcare. The role of holistic competence and emotional agility**  
*Sema Üstgorul - Bulent Akkaya - Maria Palazzo - Maria Antonella Ferri*



June 29<sup>th</sup>  
14.30-16.30

Room:  
Carducci

## Supply chain management, logistics & operations

**SESSION CHAIRS:** **Ivan Russo**, *University of Verona*  
**Alessandra Cozzolino**, *Sapienza University of Rome*

- SP **Cyber resilience in supply chain management: An empirical investigation in Italian firms**  
*Barbara Gaudenzi - Benedetta Baldi - Marco Fattorelli*
- SP **How to cope with emerging tensions in operational processes: The case of a SMA facing contemporary market challenges**  
*Elisa Carloni - Elisa Gonini - Serena Galvani - Alessandro Pagano - Roberta Bocconcelli*
- SP **Assessing the impact of 4.0 technologies on product and process innovation: A review of existing Literature**  
*Daniele Vischetti - Cristiano Ciappei - Riccardo Rialti - Zollo Lamberto*
- SP **Unlocking the blockchain potentials through oracles: Empirical evidence on supply chain challenges and performance**  
*Daniel Ruzza - Pietro De Giovanni - Behzad Maleki Vishkaei*
- SP **Structured to be agile! A theoretical framework on the contribution of supply base structure on agility**  
*Emanuela Delbufalo*
- SP **Flexibility and saturation of production capacity during the COVID-19: Evidence from the field**  
*Valeria Belvedere - Alberto Grando - Andrea Chiarini - Viviana D'Angelo*
- LP **Bringing down the research-practice gap: A measurement framework to boost the circular transition of value chains**  
*Natalia Marzia Gusmerotti - Domenico Mecca - Filippo Corsini - Marco Frey - Corrado Cerruti*

June 29<sup>th</sup>  
14.30-16.30

Room: Villa  
Giulia B1

## Sustainability

**SESSION CHAIRS:** **Marco Frey**, *Scuola Superiore Sant'Anna of Pisa*

- LP **Linking humane resource management and CSR: A focus on the drivers of employees' commitment towards sustainability**  
*Antonio Botti - Chiara Crudele - Rosangela Feola - Massimiliano Vescei*
- LP **Exploring the drivers of sustainable transformation in corporations: Deliberate change or unconscious shift?**  
*Margherita Milotta*
- SP **Internal and external drivers of corporate social responsibility**  
*Emilia Filippi - Mariasole Bannò - Sandro Trento - Massimiliano Vatiero*
- SP **An analysis of cooperation, trust, risk attitudes and inclusiveness in nonprofessional male and female football players as drivers of social responsibility and sustainability**  
*Nicola Davola - Francesca Vicentini*
- SP **Modello di misurazione del posizionamento sostenibile aziendale basato sugli SDGs**  
*Illenia Ceglia - Massimo Battaglia - Nora Annesi*
- SP **Perché "scomodare" l'etica: Riflessioni su una apparente contrapposizione tra shareholderismo e stakeholderismo**  
*Salvatore Esposito De Falco - Gaetano M. Golinelli - Antonio Renzi - Nicola Cucari*
- SP **Leadership responsabile e orientamento alla giustizia sociale: Il ruolo della mindfulness**  
*Yanina Rashkova - Isabella Sulis - Francesca Cabiddu*
- SP **Balancing profit and sustainability: How regulatory risk can make a difference**  
*Antonia Brandonisio - Massimo Mariani - Alessandra Caragnano*



June 29<sup>th</sup>  
14.30-16.30

Room: Villa  
Giulia C1

## Tourism & culture management

**SESSION CHAIRS:** **Angelo Prezenza**, *University of Molise*  
**Luna Leoni**, *Tor Vergata University of Rome*

- SP **A preliminary investigation about metaverse in international hotel chains**  
*Stefano Franco - Angelo Prezenza - Antonio Messeni Petruzzelli*
- SP **The role of internship in the process of human resources training. Application to hotel sport and recreation services**  
*Eleni Spyridopoulou - Georgia Yfantidou - Vicky Katsoni - Athanasios Koustelios*
- SP **La scelta del servizio alberghiero: sostenibilità e percezione dei turisti**  
*Roberta Minazzi - Daniele Griechi*
- SP **Are you willing to share green eWOM? Exploring environmentally-framed reviews in hotel services**  
*David D'Acunto - Raffaele Filieri*
- SP **Smart tourism and start-ups: A preliminary analysis in Italy**  
*Antonella Monda - Silvia Baiocco - Pinalba Schilleci*
- SP **How management uses AI in the museum field: From chatbots towards chatGTP**  
*Francesco Carignani - Laura Clemente - Gesualda Iodice - Francesco Bifulco*
- SP **Cultural sustainable reputation delle destinazioni Unesco: uno studio tra comportamento sostenibile, soddisfazione e atteggiamenti di fedeltà**  
*Mauro Dini - Ilaria Curina - Barbara Francioni - Marco Cioppi*



# PARALLEL SESSIONS

**FRIDAY JUNE 30<sup>th</sup>, 2023**  
**9.00-11.00**

June 30<sup>th</sup>  
9.00-11.00

Room:  
Carducci

## Case study

**SESSION CHAIR:** **Marco Frey**, *Scuola Superiore Sant'Anna of Pisa*  
**Guido Bortoluzzi**, *University of Trieste*

- LP **Challenges and opportunities of digital nomadism for minor tourism destinations: The case of Valsugana (Italy)**  
*Serena Lonardi - Federica Buffa - Umberto Martini*
- LP **Concrete action system in shaping an organizational field for root tourism exploitation. The case study of "Rete Destinazione Sud"**  
*Claudio Nigro - Enrica Iannuzzi - Rosa Spinnato - Simona Curiello*
- LP **Digital platform ecosystems: A multi-layer analysis of their emergence in rural areas**  
*Giovanna Terrizzi - Alba Marino - Maria Cristina Cinici - Daniela Baglieri*
- LP **Sustainable business model innovation for local development: The role of knowledge management**  
*Adriana Apuzzo - Mara Grimaldi - Antonietta Megaro - Francesco Polese - Mario Testa*
- LP **Unlocking the potential of phygital settings: A deep dive into dynamic capabilities**  
*Ludovica Moi - Gianluca Pusceddu - Francesca Cabiddu*
- LP **Can authenticity be built? Looking for factors that influence authentic brand activism**  
*Antonella Cammarota - Francesca Avallone - Vittoria Marino - Riccardo Resciniti*
- LP **Ecofeminism and entrepreneurship: The case study of People's Bank of Govanhill**  
*Simone Gibellato - Lea Iaia - Davide Canavesio*

June 30<sup>th</sup>  
9.00-11.00

Room: Villa  
Giulia A+A1

## Entrepreneurship

SESSION CHAIR: **Diego Matricano**, *Luigi Vanvitelli University of Campania*

- SP **Corporate acceleration through the ages: Reviewing its origins, the current landscape and prospects for the future**  
*Benedikt Unger*
- SP **The antecedental role of impatient and patient capital in accelerating growth in nascent entrepreneurial startups: A fsQCA study of startup support structure**  
*Benedikt Unger*
- SP **Entrepreneurial dynamics and behaviours within creative industries: Comparing artistic craftsmanship with hi-tech start-ups**  
*Angelo Riviezzo - Michela Cesarina Mason - Giole Zamparo - Maria Rosaria Napolitano*
- SP **Which growth process for deep tech startups? A stage-based model to cope with critical junctures**  
*Nicoletta Buratti - Francesco Vitellaro - Maria Colurcio - Andrea Pagnin*
- SP **Does team diversity matter in academic spin-offs inception? An exploratory study on Italian spin-offs competitions**  
*Giulia Tagliazucchi - Gianluca Marchi - Bernardo Balboni*
- SP **Can a banking relationship with strong local roots influence the entrepreneurship of spinoffs?**  
*Francesco Fasano - Maurizio La Rocca - Maria Carmela Passarelli - Alfio Cariola*
- SP **How the “vertical” and the “horizontal” heterogeneity affect academic spin-offs performance: An empirical analysis of life-science ventures**  
*Mauro Sciarelli - Lorenzo Turriziani - Anna Prisco - Valerio Muto - Irene Ricciardi*

June 30<sup>th</sup>  
9.00-11.00

Room: Villa  
Giulia C1

## Entrepreneurship

SESSION CHAIR: **Rosangela Feola**, *University of Salerno*

- SP **Women entrepreneurship studies: Which impulse from UN Agenda 2030?**  
*Michela Floris - Giorgia D'Allura*
- LP **Exploring humane entrepreneurship in locally rooted tourism micro-small-medium enterprises**  
*Antonio Botti - Orlando Troisi - Mara Grimaldi - Giovanni Baldi*
- SP **Harmonic entrepreneur: A systematic literature review**  
*Mariacarmela Passarelli - Giuseppe Bongiorno - Piero Valentini - Alfio Cariola - Sebastiano Massaro*
- SP **Nature and theory on the bad of entrepreneurship**  
*Fardeen Dodo - Paola Giuri - Leonardo Corbo - Laura Toschi*
- SP **Capitale umano, sociale e finanziario e differenze di genere nelle decisioni di uscita imprenditoriale**  
*Nunzia Petacca - Nadia di Paola*
- SP **La leadership imprenditoriale nel processo di cambiamento organizzativo delle start-up in un contesto di smart city**  
*Rebecca Trivelli*
- SP **L'influenza della religiosità locale sul finanziamento dei progetti di crowdfunding orientati al sociale**  
*Francesca Di Pietro - Francesca Masciarelli*
- SP **Trasformazione delle città ed ambiente economico: evidenze empiriche sulla relazione esistente tra ambiente urbano e imprenditorialità femminile nelle città contemporanee**  
*Filippo Marchesani - Francesca Masciarelli*

June 30<sup>th</sup>  
9.00-11.00

Room:  
Europa

## Innovation & technology management

**SESSION CHAIR:** Mats Magnusson, *KTH Royal Institute of Technology in Stockholm*

- LP **Local root and university link: Digitalisation and SDGs. A literature review**  
*Filomena Izzo - Marilena Bredice - Viktoriia Tomnyuk- Michele Modina*
- SP **The potential role of gamified solutions on sustainable choices**  
*Giuseppe Franzese - Chiara Cannavale*
- LP **Human resource development and artificial intelligence in the view of personal development: A literature review and bibliometric analysis**  
*Francesco Laviola - Nicola Cucari - Harry Novic*
- SP **European R&D grants: assessing the impact of SME instrument on technology transfer activity**  
*Saverio Barabuffi - Valentina Cucino - Alberto Di Minin - Andrea Piccaluga*
- SP **Technology transfer through open innovation practices: A qualitative study on public and private Proof-of-Concept (PoC) programs**  
*Giovanni Tolin - Andrea Piccaluga*
- LP **Open innovation and social norms: An integrated framework for the understanding of trust-based relationships**  
*Ginevra Assia Antonelli - Maria Isabella Leone*
- SP **Open innovation in agricultural sector: An empirical analysis**  
*Giuseppe Bongiorno - Mariacarmela Passarelli - Piero Valentini - Alfio Cariola*
- SP **Open innovation for local development: The role of university and its stakeholders**  
*Nunzia Capobianco - Silvia Cosimato - Nadia Di Paola - Olimpia Meglio - Roberto Vona*

June 30<sup>th</sup>  
9.00-11.00

Room: Villa  
Giulia  
B+BFA

## Innovation & technology management

**SESSION CHAIR:** Anna Codini, *University of Brescia*  
Angela Caridà, *Magna Grecia University of Catanzaro*

- SP **Food labelling: l'effetto della blockchain sulle intenzioni di acquisto dei consumatori**  
*Chiara Acciarini - Francesco Cappa - Viviana D'Angelo - Stefano Franco*
- SP **Knowledge-innovation loops as a smart city driver: Exploring the circular interplay between talents attraction and local and economics innovation in contemporary cities**  
*Filippo Marchesani - Francesca Masciarelli - Hung Quang Doan*
- SP **How LinkedIn can boost SMEs' digital marketing strategies on international markets: A case study of an Apulian tech-intensive company**  
*Claudia Spilotro - Giustina Secundo - Pasquale Del Vecchio - Vincenzo Barbieri*
- SP **Does founders' local pre-founding experience influence SMEs' innovativeness**  
*Gianluca Vagnani*
- SP **Integrating immigrants for Innovation: A policy framework for OECD countries**  
*Fabio Anobile*
- SP **"How matter matters": "translations", boundary objects, and digital innovation in the public reforms**  
*Francesco Crisci - Rubina Romanello*
- SP **The role of business networks into the energy transition: A study on companies belonging to different sector creating ties to foster hydrogen economy**  
*Vittorio Maria Garibbo - Eleonora Annunziata - Francesco Rizzi - Marco Frey*
- LP **Are consumers' food purchase intentions impacted by blockchain technology?**  
*Elisa Martinelli - Francesca De Canio*
- LP **Business model innovation and ambidexterity in Industry 4.0**  
*Marco Paiola, Roberto Grandinetti, Francesco Schiavone*



June 30<sup>th</sup>  
9.00-11.15

Room: Villa  
Giulia C

## Marketing

SESSION CHAIR: **Paola Signori**, *University of Verona*

- SP **Product sustainability and willingness to buy: A parallel mediation model of product traceability and consumers' environmental concerns**  
*Veronica Marozzo - Alessandra Costa - Tindara Abbate Antonio Crupi*
- LP **Sustainable entrepreneurship: How the food industry is adapting to meet the demand of a changing world**  
*Peter Šedík - Erik Janšto - Elena Horská - Savino Santovito - Gaetano Macario*
- SP **Young generation consumption behaviour in organic wine markets: A preliminary analysis**  
*Giovanna Bagnato - Cecilia Casalegno - Angelo Camillo - Cristian Rizzo*
- SP **Good bye waste! Discovering consumer's attitudes toward staple foods enriched with agricultural waste**  
*Raffaele Silvestri - Karolina Sallaku - Domenico Morrone - Annunziata Tarulli*
- SP **Personal branding in female entrepreneurship: Exploring narrative devices in the sustainable fashion industry**  
*Giulia Monteverde - Cecilia Pasquinelli - Serena Rovai - Andrea Runfola*
- LP **Overcoming business disruption for MICE business (powered by Zoho CRM)**  
*Passakorn Chumpoonta*
- LP **Should SMEs invest in operational customer relationship management (CRM)?**  
*Teck-Yong Eng - Fenfang Lin - Ioannis Krasonikolakis - Lin-Chih Wu*
- SP **"Good places": Young adults' views on domestic destinations**  
*Anna Rita Irimias - Ariel Mitev - Maria Della Lucia*
- SP **Dynamic capabilities in the internationalisation process: A study on fintech startups**  
*Lala Hu - Mirko Olivieri - Nuo Wang - Daniela Corsaro*

June 30<sup>th</sup>  
9.00-11.00

Room: Villa  
Giulia D

## Rediscovering local roots & interactions in management

SESSION CHAIRS: **Domenico Morrone**, *LUM University*  
**Pierfelice Rosato**, *University of Bari*

- LP **"I (think) I know my own strengths". The Dunning-Kruger effect extended to managers**  
*Francesca Sanguineti - Lajos Szabó - Stefano Denicolai - Giovanna Magnani*
- SP **Digitalisation projects in leading industrial district firms: a case of missing local connections? An explorative study**  
*Serena Galvani - Elisa Carloni - Alessandro Pagano - Roberta Bocconcelli*
- LP **Tecnologie digitali e nuovi modelli di business per le imprese born global**  
*Alessio Travasi - Giorgia Masili - Fabio Musso*
- SP **Il diritto all'uguaglianza nelle strategie europee e nazionali. Un'indagine sul livello di allineamento delle cooperative italiane**  
*Chiara De Bernardi - Nora Annesi - Massimo Battaglia - Marco Frey*
- SP **Verso un rinnovato modello di leadership. Un'analisi qualitativa**  
*Paolo Rossi*
- SP **Organizzazioni ibride per lo sviluppo regionale: strategie di cambiamento regionale**  
*Gianluca Gionfriddo - Valentina Cucino - Michela Lazzeroni - Andrea Piccaluga - Maria Giulia Garcea*
- SP **Social capital ed economia circolare: rafforzare il legame per lo sviluppo dei territori**  
*Sofia Mauro - Alessandra De Chiara - Luigi Sergianni - Anna D'Auria*
- SP **La collaborazione locale come driver all'innovazione sostenibile uno studio esplorativo sugli attori chiave nel settore agroalimentare**  
*Nora Annesi - Valentina Cucino*

June 30<sup>th</sup>  
9.00-11.00

Room:  
Nobel

## Retailing & service management

SESSION CHAIR: **Cristina Zerbini**, *University of Parma*

- SP **The digital business model innovation in the banking industry. A multiple case study analysis on the Robo-Advisor adoption**  
*Domenica Barile - Michele Posa - Giustina Secundo - Ivano De Turi*
- SP **The new kitchens - Mapping and description**  
*Alberto Susco - Davide Canavesio - Monica Cugno - Rebecca Castagnoli*
- SP **Online reviews and market power: The case of restaurants**  
*Graziano Abrate - Clementina Bruno - Fabrizio Erbetta*
- SP **The role of consumers in logistics and supply chain management research: A systematic literature review**  
*Benedetta Baldi - Ilenia Confente - Barbara Gaudenzi - Ivan Russo*
- SP **Blockchain technology as an actant for value co-creation in the healthcare ecosystem**  
*Sara Ebraico - Anna Roberta Gagliardi*
- SP **Hospitals in rural areas: What differences in the patient populations and perception of the service quality?**  
*Elisa Peruzzo - Sabina De Rosis - Gaia Bertarelli - Sabina Nuti*

June 30<sup>th</sup>  
9.00-11.00

Room:  
D'Annunzio

## Small & family business

SESSION CHAIRS: **Alfredo D'Angelo**, *Cattolica del Sacro Cuore University*  
**Elisa Conz**, *University of Pavia*

- SP **The role of familiness on the digital transformation processes: Highlights from wine SMEs**  
*Alessandra Costa - Tindara Abbate - Angelo Presenza*
- SP **Passing on self-compassion: Analysis of succession success drivers in family-owned small businesses**  
*Ahmad Raza Bilal - Zeshan Ahmad - Tahira Iram - Tehreem Fatima*
- LP **Stakeholders perception towards family firm brands: The influence of family firms CEO identity**  
*Carlotta Benedetti - Paola Rovelli - Alfredo De Massis - Kurt Matzler - Nina Schweiger*
- SP **Visible adoption into the family firm dynamics: How does it shape local roots? A single-case study**  
*Cinzia Dessi - Angela Dettori - Laura Ferrari - Michela Floris - Rosa Rosnati*
- SP **Does corporate sustainability impact SMEs' competitiveness? A meta-analytic review**  
*Leul Girma Haylemariam - Stephen Oduro Alessandro De Nisco - Giada Mainolfi*
- SP **ESG disclosure by SMES: An agency theory approach to the enabling role of governance**  
*Vincenzo Pontrelli - Arcangelo Marrone - Lara Oliva*
- SP **Tematiche ESG ed impresa familiare: un focus sugli assetti di governance delle imprese familiari quotate**  
*Francesco Mirone*
- SP **Ecosistema delle farmacie: una classificazione delle nuove tipologie**  
*Giulia Nevi - Luca Dezi*

June 30<sup>th</sup>  
9.00-11.00

Room:  
Liberty

## Strategic communication

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

- SP **The role of strategic communication in driving marketing-decision making**  
*Alessia Anzivino - Mirko Olivieri - Lala Hu*
- SP **Strategic communication as a tool for managing ICT and cybersecurity crises: An exploratory study**  
*Martina Frizzo - Daniela Corsaro*
- SP **Unintended consequences of strategic communication effects**  
*Denis Simunovic - Stefania Romenti*
- LP **Communication response strategies to AI ethics related corporate crisis**  
*Elanor Colleoni - Grazia Murtarelli - Stefania Romenti*
- SP **How does the accent impact on the radio advertising? The case of typical products**  
*Oronzo Trio - Raffaele Campo - Paola Scorrano - Antonio Iazzi*
- SP **Social media visibility and intellectual capital disclosure. An empirical analysis in the basketball clubs**  
*Vitiana L'Abate - Nicola Raimo - Filippo Vitolla*
- SP **Unleashing the potential of social media: An investigation into antecedents and opportunities of entrepreneurial intent**  
*Augusto Bargoni - Chiara Giachino - Rada Gutuleac - Ciro Troise*
- SP **Greenwashing: Quale ruolo per la comunicazione strategica?**  
*Agostino Vollero - Alfonso Siano*

June 30<sup>th</sup>  
9.00-11.00

Room:  
Federico II

## Strategy & governance

SESSION CHAIR: **Arturo Capasso**, *University of Sannio*

- LP **Accepting paradoxes in corporate sustainability: Evidence of the self-efficacy mechanisms between paradox and goal setting theories**  
*Alice Alosi - Giulia Casamento - Eleonora Annunziata - Francesco Rizzi - Marco Frey*
- LP **A systematic literature review of strategic and operational ESG challenges in sustainability reporting of the mining industry through the lens of stakeholder theory**  
*Francesco Ghezzi - Eleonora Annunziata - Francesco Rizzi - Fabio Iannone - Marco Frey*
- SP **When, where and what of corporate purpose: A bibliometric analysis using VOSviewer**  
*Martina Tafuro - Andrea Piccaluga*
- SP **Quo vadis, behavioral strategy? A conceptual framework, review, and research agenda**  
*Matteo Cristofaro - Mie Augier - Gianpaolo Abatecola - Luna Leoni*
- LP **Rising from the ashes: How the Norwegian AEC industry overcame crisis with resilience strategies**  
*Gianluca Pusceddu - Francesca Cabiddu - Sebastiano Lombardo*
- SP **Allocazione di risorse, governance e risultati della cooperazione: coopetition versus cooperazione nell'industria del vino**  
*Anna Minà - Christian Lechner - Leonardo Corbo*
- SP **How exogenous shocks affect the evolution of public-private partnerships for R&I: An analysis of EU R&I collaborative healthcare projects**  
*Gabriella Levanti - Jelena Mazaj - Arabella Mocchiari Li Destri - Michele Tumminello*
- SP **L'investimento in corporate heritage delle imprese familiari**  
*Giorgia Maria D'Allura - Fabio Quarato - Giovanni Battista Dagnino - Elisabetta Merlo - Mario Perugini*

June 30<sup>th</sup>  
9.00-11.00

Room: Villa  
Giulia B1

## Sustainability

SESSION CHAIR: **Clodia Vurro**, *University of Milan*

- LP **Sustainability and family firms: How to develop a circular business model?**  
*Diala Kabbara - Rahim Salhab*
- SP **How companies navigate circular economy paradoxes: An organizational perspective**  
*Natalia Marzia Gusmerotti - Duccio Tosi - Francesco Testa*
- LP **Exploring institutional pressures in the adoption of sustainable plastic management practices in businesses**  
*Edoardo Bartoletti - Filippo Corsini - Natalia Marzia Gusmerotti - Fabio Iraldo*
- SP **Measuring circular economy in SMEs: A systematic review previously not needed**  
*Lavinia Conca - Chiara Colamartino - Pierluigi Toma*
- LP **GREENING THE FUTURE. An empirical study on the relationship between Industry 4.0 and environmental and social sustainability in the Italian ceramic industry**  
*Giuseppe Pirrone*
- SP **Could it be the more the merrier in a B Corp? A spatial error model**  
*Chiara Colamartino - Pierluigi Toma*
- SP **Building an organizational sustainable identity: An exploratory analysis of Brazilian coffee producers**  
*Marco Balzano - Yuliia Kyrdoda - Donata Vianelli*





# PARALLEL SESSIONS

FRIDAY JUNE 30<sup>th</sup>, 2023

14.00-16.00

June 30<sup>th</sup>  
14.00-16.00

Room: Villa  
Giulia A+A1

## Entrepreneurship

**SESSION CHAIR:** Massimiliano Vesci, *University of Salerno*

- SP **The entrepreneurial capabilities-resilience-recovery path: A dynamic view on small cafés and restaurants facing the pandemic**  
*Elisa Martinelli - Elena Sarti*
- SP **The contribution of digital technologies to the sustainability of companies**  
*Giuseppe Lanfranchi - Fabrizio Cesaroni - Augusto D'Amico*
- SP **Mapping the environmental incubators ecosystem of climate tech ventures in Europe**  
*Stefano Romito - Clodia Vurro - Valentina Masseretti*
- SP **Digital transformation and value creation: The case for agri-food sector**  
*Ricky Celenta - Rosangela Feola - Roberto Parente - Massimiliano Vesci*
- SP **Exploring industrial symbiosis: An analysis of current critical issues to identify technologies and digital opportunities**  
*Chiara Palagonia - Laura Michelini*
- SP **Which are worthy? Achieving legitimization for innovative projects in the eyes of knowledgeable audiences**  
*Francesca Capo - Lorena Maria D'Agostino - Salvatore Torrisi*
- SP **Harvesting the future: The role of innovative companies in the agri-food sector**  
*Giulio Fusco - Giuseppe Cataldi - Elisa Toma - Domenico Morrone*
- SP **Influence of resilience of entrepreneurs on sustainable tourism development: Mediating role of corporate philanthropy**  
*Raffaele Campo - Pierfelice Rosato - Muhammad Ishfaq Ahmad - Ramiz Ur Rehman*

June 30<sup>th</sup>  
14.00-16.00

Room:  
Europa

## Innovation & technology management

**SESSION CHAIR:** Mats Magnusson, *KTH Royal Institute of Technology in Stockholm*

- LP **Research impact management: A strategic approach to promote innovation**  
*Marco Romano - James Cunningham - Giacomo Cuttone - Alessia Munnia - Melita Nicotra*
- LP **Digital entrepreneurial ecosystems: An empirical contribution using SMAA**  
*Alessia Munnia - Salvatore Corrente - James Cunningham - Melita Nicotra - Marco Romano*
- LP **Radical innovation and radical financial innovation: The role of equity crowdfunding platforms**  
*Carlotta Bottaro - Fabrizio Cesaroni - Raffaele Staglianò*
- SP **Managing the digital healthcare services design: A preliminary study on the role of human-like interaction, anthropomorphism and emotional receptivity on patients' intention to use medical intelligent agents**  
*Andrea Sestino - Alfredo D'Angelo*
- SP **Managing communication and business strategies for a better society: The issue of obesity prevention and digital therapeutics. Findings from a preliminary literature review**  
*Alessandro Giannattasio - Andrea Sestino - Cesare Amatulli - Alessandro M. Peluso*
- SP **Ecosystem emergence when supply, demand, and incentives are scarce: The case of the clinical trials ecosystem for rare diseases**  
*Alessio Cozzolino - Luca Pistilli - Susi Geiger*

June 30<sup>th</sup>  
14.00-15.00

Room:  
Liberty

## International business

**SESSION CHAIR:** Andrea Runfola, *University of Perugia*

- SP **The sustainability advantage of state-owned firms from emerging markets**  
*Federica Nieri - Alvaro Cuervo-Cazurra - Elisa Giuliani - Andrea Vezzulli*
- SP **Relationship between CSR and FDI: a systematic review**  
*Andrea Franzoni - Chiara Leggerini - Mariasole Bannò*
- SP **Exploring Countries' Cargo Commercial Power**  
*Francesco Smaldone - Giada Mainolfi*

June 30<sup>th</sup>  
14.00-16.00

Room: Villa  
Giulia C

## Marketing

SESSION CHAIR: Chiara Giachino, *University of Tourin*

- SP **Corporate heritage marketing: a bibliometric-based literature analysis**  
*Giusy Mignone*
- SP **The localization of corporate museums in the cities**  
*Diego Matricano*
- SP **The influence of parental Dietary Behaviors, food literacy and chronotype on Children's eating habits and psychometric factors**  
*Irene Racca - Ornella Bonafede - Andrea Bazzani - Giuseppe Turchetti - Leopoldo Trieste*
- SP **I trend nel Digital Marketing: un'applicazione della management fashion theory**  
*Martina Mattioli - Armando Della Porta - Antonio D'Andreamatteo*
- SP **Virtual reality engagement ed esperienza di marca nel metaverso**  
*Maria Vernuccio - Sara Boccalini - Michela Patrizi - Alberto Pastore*
- SP **Effetti delle caratteristiche delle recensioni online sulle intenzioni dei consumatori verso l'olio extra vergine di oliva: il ruolo moderatore del sense of control**  
*Virginia Barbarossa - Alessandro M. Peluso - Luigi Piper - Antonio Mileti - Maria Irene Prete - Gianluigi Guido*
- SP **Dyadic Journeys: una prospettiva combinatoria sull'attivazione simultanea di consumatori e altri attori rilevanti nel processo d'acquisto**  
*Marco Francesco Mazzù - Michele Costabile - Aurora Pisano*

June 30<sup>th</sup>  
14.00-16.00

Room: Villa  
Giulia D

## Rediscovering local roots & interactions in management

SESSION CHAIRS: Domenico Morrone, *LUM University*  
Pierfelice Rosato, *University of Bari*

- SP **Art and business for social innovation: The case of Magnifico!**  
*Daniela Cavallo - Rossella Baratta - Martina Cavallarini - Antonio Caruso*
- SP **Focusing exaptation processes by microfoundational lens: A historical analysis**  
*Tindara Abbate - Anna Paola Codini - Antonio Messeni Petruzzelli*
- LP **Digging local roots and territorial capital in management: A structured literature review (SLR) and bibliometric analysis**  
*Annunziata Tarulli - Domenico Morrone - Raffaele Silvestri - Karolina Sallaku*
- SP **The successful factors for sezs' implementation: A systematic literature review**  
*Melania Riefolo - Nicola Faccolongo - Raffaele Silvestri - Annunziata Tarulli*
- SP **Renewable energy communities in Africa: Evidence from a systematic literature review**  
*Fabio Iannone - Eleonora Annunziata - Francesco Rizzi - Marco Frey*

June 30<sup>th</sup>  
14.00-16.00

Room:  
Nobel

## Retailing & service management

SESSION CHAIR: **Sabrina Latusi**, *University of Parma*

- SP **Innovative nutraceutical products on the market: An acceptability evaluation of recently developed functional foods**  
*Graziano Abrate - Eliana Baici - Clementina Bruno - Gilda Lutri - Cinzia Mainini*
- SP **Nutrition, marketing and consumer behaviour: A systematic bibliometric analysis**  
*Chiara Bacchilega - Silvia Bellini - Davide Pellegrini - Simone Aiolfi*
- SP **Examining decision makers affect the On-Shelf Availability (OSA) and the Out of Stock (OOS) across a retail supply chain: A systematic literature review**  
*Alessandro Rizzotti - Ivan Russo - Daniel Pellathy*
- SP **Digitalizzazione del settore healthcare e soluzioni di intelligenza artificiale. Un'analisi esplorativa**  
*Daniele Leone - Francesco Schiavone - Anna Bastone - Federica Zeuli*
- SP **Fattori critici nel delivery di prodotti alimentari: il Caso Local to You**  
*Giuseppe Cappiello*

June 30<sup>th</sup>  
15.00-16.00

Room:  
Liberty

## Strategic communication

SESSION CHAIRS: **Roberta Minazzi**, *University of Insubria*

- SP **Interactive communication as a driver of successful public benefit crowdfunding campaigns**  
*Saida Elassal - Candida Bussoli*
- SP **La comunicazione strategica della sostenibilità come elemento di differenziazione delle imprese e delle destinazioni turistiche**  
*Roberta Minazzi - Alessandro Panno*
- SP **Il ruolo dei big data nella costruzione della brand identity**  
*Francesca Conte - Alessandra Bertolini - Alfonso Siano*



June 30<sup>th</sup>  
14.00-16.00

Room: Villa  
Giulia  
B+BFA

## Strategy & governance

SESSION CHAIR: **Maurizio La Rocca**, *University of Calabria*

- SP **New Ecosystem view: Made from the context or for the context**  
*Maria Antonella Ferri - Gianpaolo Basile - Mario Tani*
- LP **Linking economic corporate social responsibility and financial performance in petroleum industry: The role of competitive advantage**  
*Noman Mustafa - Angeloantonio Russo - Zubair Ahmad*
- SP **Troubled managers, troubled performance**  
*F. Javier Sanchez-Vidal - Francesco Fasano - Tiziana La Rocca - Maurizio La Rocca*
- SP **Can HR analytics improve HR management practices impact on organizational performance? An empirical CB-SEM approach**  
*Christian Di Prima - Alberto Ferraris*
- SP **Shining a light on the dark side of organizations: A bibliometric analysis**  
*Clíodhna Mackenzie - Linda Murphy - Elisa Conz*
- SP **Come il network aziendale influenza la performance finanziaria? Il ruolo di mediazione della sostenibilità aziendale**  
*Francesca Collevocchio - Gianluca Gionfriddo - Niccolò Todaro*
- SP **Consiglio di amministrazione e sostenibilità aziendale: l'effetto dell'esperienza in sostenibilità e dell'età degli amministratori sulla performance ESG**  
*Francesca Collevocchio - Valerio Temperini - Virginia Barba Sanchez - Angel Mesequer Martinez*

June 30<sup>th</sup>  
14.00-16.00

Room:  
Federico II

## Strategy & governance

SESSION CHAIR: **Anna Menozzi**, *University of Piemonte Orientale*

- SP **Public value in universities: The performance paradox regarding investee companies in the post covid era**  
*Marco Berardi - Fabrizia Fontana - Andrea Ziruolo*
- SP **Investigating knowledge sharing microfoundations: Exploring the role of job satisfaction and knowledge sabotage**  
*Francesco Antonio Perotti - Alberto Ferraris*
- SP **Almost-invisible firms and the COVID-19 crisis: An exploratory analysis and a research agenda**  
*Anna Menozzi*
- SP **Analisi dell'impatto di nuove forme di gestione della proprietà intellettuale: il caso dell'Open COVID Pledge nella lotta contro il COVID-19**  
*Ginevra Assia Antonelli - Gioacchino Ilario Gargiulo - Maria Isabella Leone*
- SP **Exploring the role of intrinsic motivations and organizational context in fostering individual ambidexterity: Manager vs. employees analysis**  
*Domenico De Fano - Rosamartina Schena - Angeloantonio Russo*

June 30<sup>th</sup>  
14.00-16.00

Room:  
Carducci

## Supply chain management, logistics & operations

SESSION CHAIRS: **Ivan Russo**, *University of Verona*  
**Alessandra Cozzolino**, *Sapienza University of Rome*

- SP **It's a long way to the top if you want to be sustainable! A structured literature review and bibliometric analysis on sustainable intermodal transportation systems (SITs)**  
*Annunziata Tarulli - Angeloantonio Russo - Michelangelo Strignano*
- SP **Sustainable supply chain and logistics' decarbonization: A literature review analysis**  
*Silvia Blasi - Chiara Sguizzardi - Ivan De Noni - Ivan Russo*
- LP **Intangibles, technologies, and logistics resilience. Preliminary findings from the pharmaceutical and automotive sectors**  
*Francesca Faggioni - Marco Valerio Rossi -Alberto Pezzi*
- LP **Packaging, logistics and sustainability. Exploring innovative solutions for eco-sustainable packaging**  
*Alessandra Cozzolino*
- SP **Enhancing proactivity with digitalization in the shopfloor: The role of the organizational context**  
*Ambra Galeazzo - Andrea Furlan - Luca Vendraminelli - Andrea Vinelli*
- SP **Artificial intelligence and medical devices distribution in the business-to-business market**  
*Nicola Cobelli*
- LP **How to improve the strategy using an integrated set of methodologies?**  
*Angelo Riva - Luciano Pilotti*

June 30<sup>th</sup>  
14.00-16.00

Room: Villa  
Giulia B1

## Sustainability

SESSION CHAIRS: **Marco Frey**, *Scuola Superiore Sant'Anna of Pisa*

- SP **Balancing sustainability performance dimensions: A system dynamics perspective**  
*Marco Francesco Mazzù - Guido Noto - Angelo Baccelloni - Fabrizio Cesaroni*
- SP **Are ESG factors value relevant?**  
*Margherita Mietto - Anna Gervasoni - Michele Lertora - Cristina De Silva*
- SP **Do company valuation methods incorporate ESG factors? Exploring an Italian industrial panel**  
*Sebastian Pusceddu - Ludovia Barraco - Corrado Gatti*
- SP **Determinants of environmental social and governance (ESG) performance: A systematic literature review**  
*Alice Martiny - Francesco Testa - Jonathan Tagliatela - Fabio Iraldo*
- LP **Corporate social responsibility and financial performance: An empirical analysis of the Italian case**  
*Davide Liberato lo Conte - Giuseppe Sancetta - Raffaele D'Amore*
- SP **Green HRM practices and creativity in hotel industry in Saudi Arabia: The impact of green transformational leadership on environmental performance**  
*Fabrizio Baldassarre - Shahbaz Sharif - Muhammad Akram Naseem - Vera Amicarelli*
- SP **Does the Greenium in green bond still exist? Empirical analysis in a sample of international green bond**  
*Mariantonietta Intonti - Matteo De Leonardis - Candida Bussoli - Laura Serlenga*
- SP **Customer perceived sustainability and brand equity in the Italian banking sector: The mediating role of satisfaction and trust**  
*Marco Barone - Candida Bussoli - Danilo Conte - Lucrezia Fattobene - Domenico Morrone*

June 30<sup>th</sup>  
14.00-16.00

Room: Villa  
Giulia C1

## Sustainability

SESSION CHAIRS: **Silvia Rita Sedita**, *University of Padua*

- SP **Who is responsible for food waste in restaurants? Young Italian consumers perspective**  
*Chiara Scrimieri - Maria Colurcio - Alberto Pastore*
- SP **Trashing the planet: A study of out-of-home food waste in public establishments**  
*Camilla Comis - Ludovica Principato - Luca Secondi - Giovanni Mattia*
- LP **Sustainability commitment of Made in Italy: A deep dive into the fashion industry sector**  
*Karolina Crespi Gomes - Silvia Rita Sedita - Vanessa Pellegrin - Amir Maghssudipour*
- LP **How sustainable is smart farming? The contribution of service platforms to innovate Italian agribusinesses**  
*Maria Vincenza Ciasullo - Marco Savastano - Alexander Douglas - Miriana Ferrara - Simone Fiorentino*
- LP **Some methodological remarks for a sustainable management - An explainable artificial intelligence paradigm approach**  
*Ernesto D'Avanzo*
- SP **Applying behavioural insights to sustainable mobility behaviour**  
*Valeria Faralla*
- SP **Sustainability driven mimetic isomorphism in organizational fields' configuration: Evidence from US interlocking directorates**  
*Amir Maghssudipour - Silvia Sedita - Annalisa Caloffi - Silvia Blasi*
- LP **The unequal battle against climate change: Exploring the effect of power distance on the relationship between women on boards and GHG emissions**  
*Massimo Mariani - Francesco D'Ercole - Domenico Frascati*

June 30<sup>th</sup>  
14.00-16.00

Room:  
D'Annunzio

## Tourism & culture management

SESSION CHAIRS: **Maria Della Lucia**, *University of Trento*  
**Stefano Franco**, *Politecnico of Bari*

- SP **Measuring museum sustainability. A dictionary-based content-analysis of French and British National Museums' Annual Reports**  
*Mara Cerquetti - Concetta Ferrara - Domenico Sardanelli*
- SP **Maritime museums online presence: Actual value and challenges**  
*Elena Bellio - Umberto Rosin - Francesco Casarin*
- SP **The social media strategy of cultural institutions in the pandemic: The case of Italian opera houses**  
*Nicola Bellini - Giovanni Siracusa - Marina Raglianti - Serena Rovai*
- SP **Which trust is more effective in influencing the intention to travel, during a health crisis? Lessons from the cruise industry**  
*Sandro Castaldo - Andrea Ciacci - Lara Penco - Giorgia Profumo*
- SP **Assessing willingness to pay for different ecosystem services: Results from a comparative study on river basins**  
*Natalia Marzia Gusmerotti - Greta Colombi - Francesco Testa - Alessandra Borghini - Marco Frey*
- SP **To stay or not to stay in eco-friendly hotels: A norms perspective**  
*Mario D'Arco - Vittoria Marino - Riccardo Resciniti*
- SP **L'interazione tra sense of agency e happiness con il word of mouth: prove da un contesto di turismo culturale**  
*Virginia Barbarossa - Alessandro M. Peluso - Antonio Mileti - Luigi Piper - Maria Irene Prete - Gianluigi Guido*
- SP **Oleotourism: A bibliometric review of the literature and valuable paths for rural Italian territories**  
*Luna Leoni - Elena Casprini - Giacomo Del Chiappa*