



Sinergie SIMA

Management Conference

Management of sustainability and well-being for individuals and society

13 and 14 June 2024

Preconference 12 June 2024

University of Parma - Department of Economics and Management

Programme



**UNIVERSITÀ
DI PARMA**



sinergie
italian journal of management



Società Italiana di
MANAGEMENT

WEDNESDAY JUNE 12th, 2024

Pre-conference

14.00-18.00 PAPER DEVELOPMENT WORKSHOP

From an Idea to a Top Tier Publication: Unleash Your Scholarly Potential with the SIMA Paper Development Workshop

Department of Economics and Management, Via Kennedy 6 - Parma

14.00 Welcome (C Room)

Silvia Bellini, University of Parma

14.10 Empowering Scholarly Excellence: Paper Development for Top-Ranking International Journals

Chairs

- Simone Aiolfi, University of Parma
- Cristina Bettinelli, University of Bergamo

Keynote speakers

- Kimberly A. Eddleston, Schulze Distinguished Professor of Entrepreneurship and Professor of Entrepreneurship & Innovation at the D'Amore-McKim School of Business, Northeastern University
- Daniel Muzio, University of York

15.45 Coffee break (Bar on level -1)

16.00 Parallel Sessions

Discussants

- Massimo Picone, University of Palermo – Session 1 (C Room)
- Silvio Vismara, University of Bergamo – Session 2 (G Room)
- Savvas Papagiannidis, Newcastle University Business School – Session 3 (M Room)

17.45 Closing Remarks (C Room)

14.00-17.00 SIMA Activities

**Department of Economics and Management, Via Kennedy 6 – Parma
Building Nuovo Polo Didattico**

14.00 Welcome coffee

15.00-17.00 Meeting of the Thematic Groups (K9 Room - by invitation)

Chairs: Beatrice Luceri, University of Parma; Giovanna Magnani, University of Pavia; Fabio Musso, University of Urbino

15.00-17.00 Meeting of the Local Correspondents (K10 Room - by invitation)

Chairs: Maria Colurcio, University of Catanzaro; Fabio Musso, University of Urbino

17.00 -19.00 SIMA Executive Board (K10 Room)



18.00-22.00 Pre-conference social activities SIMA NextGen
Department of Economics and Management, Via Kennedy 6 – Parma

18.00-19.00 Guidelines for young scholars' activities and career development
(Congressi Room)

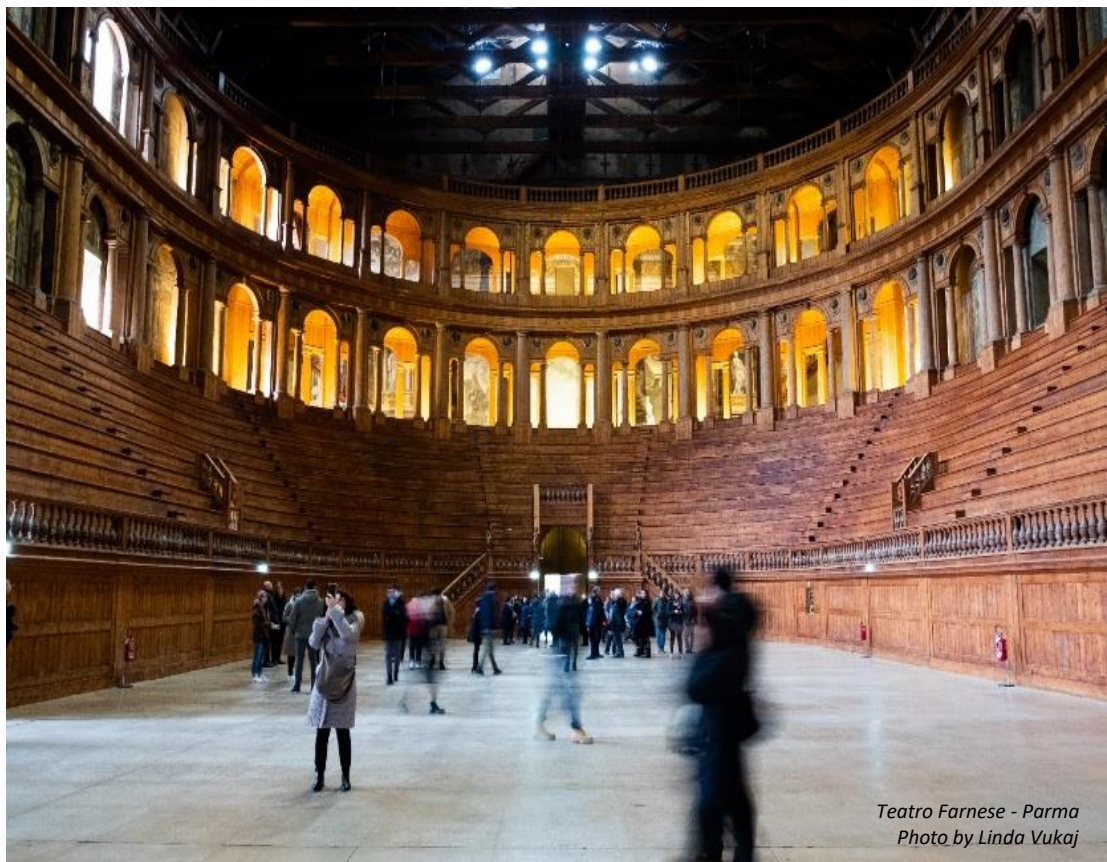
Invited guests

- Maria Rosaria Napolitano, University of Naples "Parthenope"
- Alberto Pastore, Sapienza University of Rome

Organized by SIMA NextGen: Elona Marku, University of Cagliari; Alba Marino, University of Messina; Gabriele Murtas, University of Bergamo; Michela Patrizi, Sapienza University of Rome

19.00 Parma City Center Special Tour by SIMA NextGen and University of Parma Team
(upon registration)

20.30 Social Dinner and networking for early scholars *(upon registration)*
daMAT Giovane Italia, Via John Fitzgerald Kennedy 7 – Parma



Teatro Farnese - Parma
Photo by Linda Vukaj



THURSDAY JUNE 13th, 2024

Crédit Agricole Green Life - Via La Spezia 138/A - Parma

Building The Moon

8.30-11.00 Registration desk

9.00-10.00 Pre-conference welcome coffee

9.00-10.30 PRELIMINARY CONFERENCE ACTIVITIES

9.00-9.45 Sinergie Italian Journal of Management - Scientific Advisory Board & Permanent Reviewers Meeting (*Plenary Hall Room*)

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

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

9.00-9.45 Conference Scientific Committee Meeting (*Meeting Room - by invitation*)

Chair: Beatrice Luceri, Coordinator Scientific Committee

9.45-10.30 Meet the Editor Session (*Plenary Hall Room*)

Chair: Antonella Zucchella, University of Pavia

Editors:

Daniele Dalli, Italian Journal of Marketing

Kimberly A. Eddleston, FamilyBusiness.org

Simone Guercini, Micro&Macro Marketing

Alberto Pastore and Marta Ugolini, Sinergie Italian Journal of Management

Andrea Piccaluga, R&D Management

10.30-11.00 Conference welcome coffee

11.00-17.00 PLENARY SESSIONS (*Plenary Hall Room*)

11.00-11.50 Conference Opening Ceremony (in Italian Language)

Chair: Guido Cristini, University of Parma

Welcome greetings

Michele Guerra, Mayor of Parma

Paolo Martelli, Rector of the University of Parma

Roberto Ghisellini, General Co-Director of Crédit Agricole

Arabella Mocciano Li Destri, President of the Italian Society of Management (SIMA)

Gennaro Iasevoli, President of the AIDEA

Daniele Dalli, President of the Italian Society of Marketing (SIM)

Madeleine Barrows, CEO of the British Academy of Management (BAM)

Alessandro Zattoni, President of the European Academy of Management (EURAM)

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



11.50-12.00 Keynote Session

Chair: Beatrice Luceri, University of Parma

Introduction to the conference theme

Keynote speaker: Sabrina Latusi, University of Parma

12.00-12.20 Nudging consumers towards healthier food choices in the retail context

Keynote speaker: T.H.A. (Tammo) Bijmolt, University of Groningen, Past President of the European Marketing Association (EMAC)

12.20-13.30 Discussion on the conference theme (in Italian language)

Chair: Guido Cristini, University of Parma

Interview with Guido Barilla, Chairman of the Barilla Group (taped interview)

How well-being is declined in business communities. Reflections on ongoing processes with Maura Latini, President and CEO of Coop Italia and Irene Rizzoli, CEO Delicius

13.30-14.30 Lunch at Green Life Garden

14.30-16.00 Evaluation in the Italian university system (in Italian language)

Chair: Arabella Mocciano Li Destri, President of SIMA

Keynote speakers:

- Antonio Felice Uricchio, President of ANVUR (live broadcasted)
- Menico Rizzi, Steering Board Member of CoARA, University of Piemonte Orientale
- Paolo Pedone, President of CUN
- Gianluca Gregori, Representative of CRUI
- Guido Cristini, Counselor of CUN Area 13-Economics and Statistics

16.00-16.45 SIMA general assembly (in Italian language)

Chair: Arabella Mocciano Li Destri, President of SIMA

The assembly is open to all SIMA members

17.15 Shuttle service from Crédit Agricole Green Life to the center of Parma

18.30-19.00 Shuttle service from Parma to the venue of the Gala Dinner

19.30 Gala Dinner at the Magnani Rocca Foundation, Mamiano di Traversetolo – Parma
(up to a maximum of 400 participants according to the Conference order of registration)

00.30 Shuttle service from the venue of the Gala Dinner to Parma



FRIDAY JUNE 14th, 2024

Department of Economics and Management - Via J.F. Kennedy, 6 – Parma

9.00-11.00 PARALLEL SESSIONS

11.00-11.30 Coffee break

11.30-13.00 PARALLEL SESSIONS

11.30-13.00 **Make It a Case** (K4 Room)

Chairs: Laura Michelini, LUMSA University of Rome; Angelo Riviezzo, University of Sannio Benevento

11.30-13.00 **Future Teaching Roadmap: Conversation with the Editors** (K8 Room)

Chairs: Maria Colurcio, Magna Graecia University of Catanzaro; Fabio Musso, University of Urbino
Giorgia Giappichelli - Giappichelli Editore
Pietro Giordano - Walter Kluwer
Orsola Matrisciano - Egea Editore
Paolo Roncoroni (Italy Branch Director) - Pearson Editore

13.00-13.30 Meeting of the SIMA Thematic Groups

- Artificial Intelligence in Management (M Room)
- Entrepreneurship (K9 Room)
- Innovation & Technology Management (K8 Room)
- International Business (K13 Room)
- Marketing (K14 Room)
- Purpose-driven Businesses (K11 Room)
- Retailing & Service Management (K15 Room)
- Small & Family Business (K1 Room)
- Strategic Communication (Lauree Room)
- Strategy & Governance (K16 Room)
- Supply Chain Management, Logistics & Operations (K2 Room)
- Sustainability (K3 Room)
- Tourism & Culture Management (K6 Room)

13.30-14.30 Lunch

14.30-16.30 PARALLEL SESSIONS

16.30-17.30 **PLENARY SESSION** (Congressi Room)

Conference conclusion, reflections and take-aways
Chair: Arabella Mocchiari Li Destri, President of SIMA

Award Ceremony

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

Marta Ugolini and Alberto Pastore, *SIJM 2023 Best Paper Awards*

Beatrice Luceri, *Conference Selected and Best Paper awards*

Angelo Bonfanti, *Outstanding Conference Reviewer awards*

Giovanni Battista Dagnino with NextGen (Elona Marku, Alba Marino, Michele Murtas, Michela Patrizi), *Outstanding Young Scholar Reviewer*

Laura Michelini and Angelo Riviezzo, *Outstanding Teachers Awards*

Arabella Mocchiari Li Destri and Madeleine Barrows, *SIMA-BAM Joint Grant*

Arabella Mocchiari Li Destri, Alberto Pastore and Sandro Castaldo, *Outstanding Service for the SIMA community*

Announcement of 2025 Conference



Thanks to:

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Sinergie SIMA

Management Conference

STAY CONNECTED: **MORE TO COME SOON**

<https://www.sijmsima.it/>

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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 field. It works to promote management
studies research in academic and scientific
institutions (www.societamanagement.it) to
address societal needs.



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