

Sinergie-SIMA Conference 2024

«Management of sustainability and well-being for individuals and societies»

SinergieSIMA2024 Conference detailed Program

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last update June 11, 2024 11:06 CEST

Friday 14 June 2024

08:30-13:30 (Time Zone CEST Europe/Rome)

Break Room - Department of Economics and Management - Via J.F. Kennedy, 6 – Parma **Coffee break**

Friday 14 June 2024
08:30-13:30

09:00-11:00 (Time Zone CEST Europe/Rome)

K1 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1

Friday 14 June 2024
09:00-11:00

Track 9 - Small & Family Business

Session 1

CHAIR *Elisa Conz*

[7] [Do you have what it takes? The role of the TMT in family firms innovation intentions](#)

Authors: *Mara Bergamaschi, Marco Mismetti, Paola Rovelli, Cristina Bettinelli*

[114] [Dynamics of Change: A Comparative Analysis of Commitment in Family vs. Non-Family Businesses](#)

Authors: *Roberta Pinna, Michela Floris, Fabio Corona, Gianfranco Cicotto, Cinzia Dessi*

[278] [Exploring the dynamics of external knowledge acquisition in family businesses: factors, constraints, and success indicators](#)

Authors: *Gerardo Bosco, Alessia Sciarrone, Raffaele D'Amore, Davide Liberato Lo Conte, Mario Calabrese*

[66] [Exploring the productivity puzzle in family and non-family businesses through stability and crisis times](#)

Authors: *Fabrizio Erbetta, Clementina Bruno, Anna Menozzi*

[13] [Tradition in Transition: Exploring Organizational Dynamics and Strategies in Small Hotels](#)

Authors: *Marco Corsino, Davide Bagnaresi, Francesco Maria Barbini*

[79] [Whispers of Ambition: Unpacking Emotions in Entrepreneurial Orientation of Women-Led Family Businesses.](#)

Authors: *Michela Floris, Angela Dettori, Richa Goel, Tilottama Singh*

[145] [THE IMPACT OF BOARD GENDER DIVERSITY ON FAMILY FIRMS' VALUE: THE MEDIATING ROLE OF ENVIRONMENTAL INNOVATION](#)

Authors: *Francesco Gangi, Maria Coscia, Lucia Michela Daniele, Nicola Varrone*

K2 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1

Friday 14 June 2024
09:00-11:00

Track 12 - Supply Chain Management, Logistics & Operations

Session 1

CHAIRS *Ivan Russo, Alessandra Cozzolino*

[75] [A contingency theory perspective on reshoring in the Italian apparel industry](#)

Authors: *Daniel Ruzza, Alberto Grando, Pietro De Giovanni*

[319] [Strategic reshoring: redefining competitiveness in global markets](#)

Authors: *Simone Luongo, Valentina Della Corte, Enrico Di Taranto*

[206] [Unpacking the "truce" in Sales and Operations Planning routine. An ethnographic study](#)

Authors: *Davide Bonfio, Andrea Furlan*

[151] [Industria 4.0 e Performance delle Supply Chain: Indagine sulla Filiera Farmaceutica Italiana](#)

Authors: *Viviana D'Angelo, Valeria Belvedere*

[33]  Supply Chain configurations to manage dependence over Critical Raw Materials: a Resource Dependence perspective

Authors: *Francesco Ghezzi, Eleonora Annunziata, Francesco Rizzi, Marco Frey*

[102]  Which governance strategy is best for specialized investments? Insights from the weaker partner's perspective

Authors: *Emanuela Delbufalo*

K3 Room - Aule K - Via Kennedy John Fitzgerald, 6 - ground floor

Friday 14 June 2024
09:00-11:00

Track 13 - Sustainability

Session 1

CHAIR *Angeloantonio Russo*

[147]  A explorative analysis on the impact of ESG and ESG 's controversies on corporate performance

Authors: *Salvatore Esposito De Falco, Antonio Renzi, Estelina Dalipi, Gianluca Vagnani, Francesca Ramaglia*

[271]  Aligning with the Sustainability Promise in ESG investing: A case study on employees' ESG readiness


Authors: *Helena Liewendahl, Kristina Heinonen, Teresia Stigzelius, Catharina Ehrmrooth*

[54]  ESG performance: Does it pay back in terms of corporate brand value?

Authors: *Michela Mingione, Francesco Laviola, Elaheh Anjomrouz, Carmen Di Guida, Salvatore Esposito De Falco*

[255]  Accountability practices and their role in mitigating Grand Challenges: Integrated Reporting & Thinking and Board Cultural Diversity

Authors: *Elisa Fiore, Maria Cleofe Giorgino, Roberto Urbani, Simone Taddeo*

[98]  Food Waste and Out-of-Home Consumption Patterns: Unravelling the Actual Consumption Behavior of Food Taken Away and Consumed at Home

Authors: *Ludovica Principato, Camilla Comis, Luca Secondi, Mengting Yu, Clara Cicatiello*

[216]  The role of Paradox mindset on the intention to implement Industrial Symbiosis: linking Paradox Theory and Theory of Planned Behavior

Authors: *Alice Alosi, Carina Keller, Eleonora Annunziata, Francesco Rizzi, Karin Kreutzer, Marco Frey*

[164]  Managing the business and biodiversity relationship: a Systematic Review

Authors: *Sara Tessitore, Francesco Testa, Niccolò Maria Todaro, Duccio Tosi, Vinicio Di Iorio*

[269]  The role of biodiversity for business and social innovation

Authors: *Mauro Capestro, Stefano Denicolai*

K5 Room - Aule K - Via Kennedy John Fitzgerald, 6 - first floor

Friday 14 June 2024
09:00-11:00

Track 13 - Sustainability

Session 2

CHAIR *Federica Gasbarro*

[74]  Renewable Energy Communities in Lombardy: The Influence of Local Public Bodies and the Mediating Role of Trust

Authors: *Mariaemilia Garbelli*

[40]  SUS²A: A framework for assessing Investment Readiness Level in Start-ups. Literature review and model description.

Authors: *Marco Remondino, Veronica Mariannelli, Antonio Perfetti*

[77]  Bio In, Garbage Out? A Review of Tensions and Challenges in Circular Bioeconomy

Authors: *Eleonora Di Maria, Simone Carmine, Negalegn Alemu Bekele*

[281]  How do Dynamic capabilities, Ecosystems and Green innovations contribute to the creation of a Net Zero Path? Insights from Italian wine sector.

Authors: *Rita Mura, Francesca Vicentini, Luciano Fratocchi, Ludovico Maria Botti, Maria Vincenza Chiriaco*

[244]  Leveraging Data Analytics for Sustainable Innovation: An Affordance Perspective


Authors: *Marica Grego, Costanza Baldrighi, Marcin Bartosiak, Stefano Denicolai*

[149]  The mechanisms underlying dynamic capabilities in Italian benefit corporations

Authors: *Stefano Franco, Francesca Collevocchio, Matteo Carli, Enzo Peruffo*

[259]  Sustainable management of the photovoltaic waste stream: regional analysis and economic and management perspectives

Authors: *Andrea Franzoni, Leggerini Chiara, Mariasole Bannò*

[123]  Linking innovation and sustainability through equity-based crowdfunding campaigns. A focus on cultural and creative industries

Authors: *Cristina Caterina Amtrano, Ciro Troise*

K6 Room - Aule K - Via Kennedy John Fitzgerald, 6 - first floor

Friday 14 June 2024
09:00-11:00

Track 14 - Tourism & Culture Management

Session 1


[34] **Pork roast and plant palates: A qualitative study of food sustainability of agritourism in Sardinia**Authors: *Cristina Ciocirlan, Giacomo Del Chiappa***[117]** **Crossing Green Tracks: The Role of Monumental Railways in Promoting Eco-Sustainable Business in Slow Tourism**Authors: *Michele Berutti, Cinzia Dessi, Giuseppe Melis, Daniela Pettinao***[275]** **Contributing to Cultural Welfare: A Critical Review of Methods for Measuring the Impact of Culture on Sustainability and Well-being**Authors: *Mara Cerquetti, Giulia Lapucci***[56]** **Cultural Tourism and Climate Change: Italian UNESCO Sites Between Vulnerability and Resilience**Authors: *Martha Friel, Irene Pinto***[160]** **Tourism in Smart City policy: an opportunity for Urban Sustainability**Authors: *Stefania Escobar, Giovanni Esposito, Nathalie Crutzen, Michael Nippa, Linda Osti***[131]** **Transnational collaborations for a more sustainable tourism: the role of digital transition**Authors: *Alessia Zoppelletto, Serena Lonardi, Umberto Martini***[337]** **Measuring Destination Carrying Capacity from Residents' Perspectives: A Pilot Study in Garda Trentino**Authors: *Oksana Tokarchuk, Carola Stefanelli, Umberto Martini***[298]** **A sensitizing literature review for future research about overtourism in Milan**Authors: *Andrea Chiarini, Alberto Grandi*

K8 Room - Polo Didattico - Via Kennedy John Fitzgerald, 4 - ground floor

Friday 14 June 2024
09:00-11:00**Track 2 - Innovation & Technology Management****Session 1**CHAIRS *Maria Colurcio, Anna Paola Codini***[175]** **Innovation in I4.0 and firms performance in Italy**Authors: *Francesco Capone, Niccolò Innocenti, Leonardo Mazzoni, Luciana Lazzaretti***[48]** **Transition from Industry 4.0 to Industry 5.0: the role of intermediary organizations**Authors: *Rebecca Castagnoli, Monica Cugno, Silvia Maroncelli***[166]** **The "5Vs" of Big Data and the Propensity to Generate Patents with Big Data Technologies in SMEs**Authors: *Enrico Marcazzan, Saverio Barabuffi, Giulio Ferrigno, Andrea Piccaluga***[125]** **How WEIRD is Social Innovation?**Authors: *Jordana Rech Graciano Dos Santos, Ian Mccarthy***[200]** **Navigating institutional logics in Open Innovation projects**Authors: *Giovanni Tolin, Andrea Piccaluga***[168]** **Open Innovation search strategies and Innovation performance: differential moderating effects of Big Data Characteristics**Authors: *Giulio Ferrigno, Saverio Barabuffi, Enrico Marcazzan, Andrea Piccaluga***[133]** **Blockchain Waste Management: are Italian managers ready?**Authors: *Gloria Diana Marinsanti Rwakihembo, Francesca Faggioni, Marco Valerio Rossi*

K9 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Friday 14 June 2024
09:00-11:00**Track 1 - Entrepreneurship****Session 1**CHAIR *Roberto Parente***[287]** **Empowering Student Innovators: Framing Entrepreneurship Education in Europe**Authors: *Chiara Bartoli, Federica Brunetta, Christian Lechner***[258]** **Entrepreneurial Education as a transition driver from informal to formal entrepreneurship in complexity context: the AWE program.**Authors: *Fabio Greco, Francesco Carignani, Francesco Bifulco***[288]** **Fostering Entrepreneurial Thinking: Analysing the Drivers and Impact of Entrepreneurship Education**Authors: *Dario Peirone, Judy Yueh Ling Song***[315]** **Disentangling the effect of Entrepreneurship Education on Student Entrepreneurship: a focus on pedagogical methods and impact indicators**Authors: *Rosangela Feola, Chiara Crudele, Ricky Celenta, Massimiliano Vesci, Roberto Parente***[230]** **Students' entrepreneurial intentions among personal and contextual factors: a pilot study exploring the role of emotions.**Authors: *Rossella Baratta, Piermatteo Ardolino, Diego Bellini, Serena Cubico, Francesca Simeoni*

[172]  Social Entrepreneurship and Sustainability. How can challenge-based learning impact students' entrepreneurial skills and challenge providers' problems?

Authors: *Alessandra Scroccaro*

[124]  Humane entrepreneurship and the circular economy: an empirical investigation.

Authors: *Massimiliano Vesci, Roberta De Angelis*

K12 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024
09:00-11:00

Track 5 - Management of sustainability and well-being for individuals and society

Session 1

CHAIR *Donata Tania Vergura*

[214]  Does organic food consumption impact subjective well-being? A mediation-moderation approach

Authors: *Celso Augusto De Matos, Marlon Dalmoro, Marcia Dutra De Barcellos*

[55]  Exploring fans' social identities, emotional attachment and subjective identity: A social identity approach to Italian football consumer-brand identity

Authors: *Giorgio Portaluri, Daniele Canini, Francesca Vicentini, Rita Mura*

[59]  The interplay between perceived quality, sustainability attitudes, and consumers' modal choice in local transportation

Authors: *Valeria Faralla, Graziano Abrate, Giovanni Fraquelli*

[134]  An improved framework for social sustainability: a bottom-up approach to boost social innovation and sustain employability

Authors: *Giusy Sica, Alessandra Micozzi, Maria Antonella Ferri, Maria Palazzo*

[140]  Knowledge, self-perception and eco-sustainable behaviours. Inspiring actions in green learning

Authors: *Adriana Apuzzo, Rita Klapper, Marialuisa Saviano, Mario Testa*

[14]  Well-being related to sustainability in marketing: a latent semantic analysis Well-being related to sustainability in marketing: a latent semantic analysis

Authors: *Maria Fedele, Ihor Rudko, Aysan Bashirpour Bonab, Anna Vittoria Formisano*

[122]  Understanding the link among cultural participation, resilience, and well-being. A systematic literature review.

Authors: *Giorgia Masili, Daniele Binci*

[180]  Shaping tomorrow's sustainable enterprises: profiling the hard and soft skills of sustainable managers

Authors: *Giulia Nevi, Giulia Gogiali, Gianpaolo Basile, Luca Dezi, Carmela Guitto*

K13 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024
09:00-11:00

Track 17 - Perspectives on grand challenges in international business and implications for companies - Special Track

CHAIRS *Antonella Zucchella, Vassiliki (vicky) Bamiatzi*

[85]  International Brand Activism: A Strategic Approach for Multinational Enterprises to Address Grand Challenges

Authors: *Francesca Avallone, Antonella Cammarota, Mario D'Arco, Vittoria Marino, Riccardo Resciniti*

[305]  International firms coping with a world of increasing barriers to trade. The case of Italian SMEs facing sanctions in international trade

Authors: *Antonella Zucchella, Gaetano Macario, Anna Claudia Pellicelli, Aldo Bellagamba*

[231]  Looking for a dominant design in car battery technologies: Influencing factors and strategic implications

Authors: *Alessandro Endrighi, Giulia Tagliazucchi, Gianluca Marchi*

[234]  The interplay of firms' value chain (re)localization choices: A butterfly effect?

Authors: *Simone Guercini, Luciano Fratocchi, Birgit Hagen, Matilde Milanese, Giulia Monteverde, Fabio Musso, Antonio Picciotti, Andrea Runfola, Alessio Trvasi, Valerio Veglio*

[276]  "Made by": the evolution of the Country-of-Origin Effect to businesses and firms

Authors: *Rosario Faraci, Rosaria Ferlito, Sonia Caterina Giaccone*

K14 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024
09:00-11:00

Track 6 - Marketing

Session 1

CHAIR *Chiara Giachino*

[336]  Delving into sustainability and Made in Italy fashion brands: Perspectives from Generation Z

Authors: *Federica Ceccotti, Sara Bocalini, Michela Patrizi, Maria Vernuccio, Alberto Pastore*

[53]  Impact of inclusive marketing and adaptive fashion on Gen Z's customer journey: an explorative study in the digital realm of the luxury industry

Authors: Myriam Caratu', Claudia Palmizio

[316]  Factors influencing the utilisation of patient-reported measures by healthcare professionals and managers: an extended UTAUT model analysis.

Authors: Veronica Spataro, Elisa Peruzzo, Sabina De Rosi, Hamish Laing, Milena Vainieri

[327]  Drinking with eyes: how colors elicit consumers' taste expectations of coffee

Authors: Daniele Porcheddu, Raffaele Campo, Pierfelice Rosato, Fabrizio Piu

[65]  Aging and social influence: An empirical investigation of the effect of age on consumers' susceptibility to word of mouth

Authors: Alessandro M. Peluso, Antea Gambicorti, Giovanni Pino, Mihaela Giannelli

[157]  The rise of Phygital Reality: insights from Structural Topic Modelling

Authors: Daniele Virgillito, Francesco Russo, Alessia Munnia, Marco Romano

[176]  Exploring the Metaverse from the consumer perspective: insight from a systematic literature review.

Authors: Marco Ferretti, Maria Antonella Ferri, Giuseppe La Ragione, Maria Palazzo, Francesco Parola, Marcello Risitano

[71]  Branding "Mountain Products" to develop equity and consumer willingness to pay

Authors: Elisa Martinelli, Francesca De Canio, Elena Sarti

[292]  Fifty Shades of Black Friday

Authors: Francesca Negri, Alessandro Iuffmann Ghezzi

K15 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024
09:00-11:00

Track 1 - Entrepreneurship

Session 2

CHAIR *Bice Della Piana*

[191]  Is Passion a Driver of Sustainable Entrepreneurship? An Autobiographic Analysis of Fashion Entrepreneurs

Authors: Cecilia Pasquinelli, Serena Rovai, Matilde Milanese, Simone Guercini

[279]  Social Innovation: a literature review mapping intellectual structure of the field.

Authors: Lorena Gonzalez, Elena Casprini

[27]  Circular Economy in Startup and SMEs for Sustainable Ecosystems: a Bibliometric Analysis

Authors: Marilena Bredice, Anna Vittoria Formisano, Michele Modena

[252]  Inter-organizational knowledge transfer in Open Innovation Ecosystems: the case of Eni's territorial initiative

Authors: Giorgio Di Fiore

[251]  Empowering Digital Entrepreneurship: Regulatory Governance in Platform Ecosystems

Authors: Muhanad Hasan Agha, Vladimir Korovkin, Svetlana Mironyuk

[338]  The Governance of Entrepreneurial Ecosystems: Ecosystem Manager or Ecosystem Act?

Authors: Gabriele Ianiro, Michele Modena

[322]  Exploring humane entrepreneurial orientation: the impact of sustainability adoption on firm performance

Authors: Massimiliano Vesci, Rosangela Feola, Chiara Crudele, Ricky Celenta, Antonio Botti

K16 Room - Via Kennedy John Fitzgerald, 4 - second floor

Friday 14 June 2024
09:00-11:00

Track 11 - Strategy & Governance

Session 1

CHAIR *Michela Floris*

[183]  The Role of Organizational Factors in Reaching Sustainable Performance: A Literature Review

Authors: Antonio Crupi, Alessandra Costa, Tindara Abbate, Veronica Marozzo

[247]  Strategic analysis of IRCCSs' sustainability management

Authors: Paola Olimpia Achard, Chiara Bellini, Leonardo Ioannucci

[156]  Exploring the Drivers of Green Supply Chain Management: a Configurational approach

Authors: Anna Marrucci, Sara De Masi, Gema Albort Morant, Antonio Leal Rodriguez

[57]  The influence of «ethical disillusionment» on «corruption tolerance»: some insights from structural equation modeling

Authors: Ernesto D'Avanzo, Elio Borgonovi

[94]  The role of HR analytics to Enable Strategic HR management in SMEs

Authors: Christian Di Prima, Alberto Ferraris

[253]  Trick or Treat: Firm's strategic response to temporary shock in the real estate business

Authors: *Alberto Massacci*

[28]  Navigating the Cybersecurity Landscape: Enduring Lessons and Open Challenges in Business Management

Authors: *Marco Balzano, Giacomo Marzi*

[70]  Enhancing Insolvency Prediction Accuracy: a Random Forest-based Algorithmic Approach

Authors: *Davide Liberato Lo Conte, Giuseppe Sancetta, Raffaele D'Amore*

Lauree Room - Plesso Centrale - Via Kennedy John Fitzgerald, 6 - mezzanine floor

Friday 14 June 2024
09:00-11:00

Track 4 - Management Case Studies

CHAIRS *Marco Frey, Guido Bortoluzzi*

[330]  A Public Service Logic perspective applied to health and social welfare services provided to the elderly: the case of the VIII Municipality of Rome

Authors: *Magda Touti, Fabiola Sfodera, Luca Dezi*

[325]  Interpreting long-lasting corporate crises according to stakeholders' perspective: evidence from the ILVA experience

Authors: *Silvia Cosimato*

[220]  Knowledge sharing and learning through face-to-face and digital tools

Authors: *Loris Santarelli, Francesca Masciarelli*

[215]  Management approaches in assessing health professionals engagement toward telemedicine: evidence from Italy

Authors: *Lorenzo Pratici, Valentina Masci, Simone Fanelli, Antonello Zangrandi*

[116]  How do stakeholders perceive the impacts of Nature-based solutions? An Italian case study for coastal restoration and climate change adaptation.


Authors: *Giorgia Condomitti, Maria Rosa De Giacomo, Sara Tessitore, Marco Frey*

[130]  Una ipotesi di formalizzazione markoviana della dinamica delle unità operative nei cambiamenti organizzativi di ENEL S.p.A.

Authors: *Mario Brunetti, Gianluca Vagnani*

[118]  Empowering women workforce in steel production: A case study on implementing Diversity, Equity and Inclusion (DEI) initiatives

Authors: *Laura Tolettini, Eleonora Di Maria, Emilia Filippi, Letizia Lo Preiato, Mariaasole Bannò*

[121]  La trasformazione organizzativa di Autostrade per l'Italia: verso la strategic agility nell'era delle policrisi

Authors: *Paolo Boccardelli, Roberto Tomasi, Chiara Bartoli, Maria Lorenza Gerardi*

M Room - Plesso Centrale - Via Kennedy John Fitzgerald, 6 - mezzanine floor

Friday 14 June 2024
09:00-11:00

Track 18 - Intelligenza artificiale nel management

Session 1

CHAIR *Giovanni Battista Dagnino*

[320]  AI-Powered Marketing Communication: Exploring Strategies in the Luxury Furniture Industry

Authors: *Niccolò Piccioni, Fabiola Sfodera, Alberto Mattiacci*

[154]  Artificial Intelligence in SCM: insights from two illustrative cases


Authors: *Serena Galvani, Roberta Bocconcelli*

[139]  Strategic Foresight and Artificial Intelligence: Evidence of a Paradoxical Relationship

Authors: *Matteo Cristofaro, Mie Augier, Luna Leoni, Pinalba Schilleci*

[143]  Intelligenza artificiale per la previsione della crisi di impresa: trend e future direzioni di ricerca

Authors: *Francesco Fasano, Giuseppe Bongiorno, Mariacarmela Passarelli, Mattia Fasano, Maurizio La Rocca, Tiziana La Rocca, Fabrizio Cesaroni, Augusto D'Amico*

[45]  La sopravvivenza delle imprese quale fattore chiave per il benessere sociale: un nuovo approccio basato sull'intelligenza artificiale per prevedere la crisi aziendale

Authors: *Francesco Fasano, Carlo Adornetto, Iliess Zahid, Luigi Montaleone, Gianluigi Greco, Elvira Tiziana La Rocca, Maurizio La Rocca, Alfio Cariola, Rita Turano*

[270]  Employability Intelligence: Smart Recruitment Practices Harnessing Decision Support Systems

Authors: *Francesco Smaldone, Jelena Lagger*

09:30-10:00 (Time Zone CEST Europe/Rome)

K10 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Friday 14 June 2024
09:30-10:00

Track 2 - Innovation & Technology Management

Session 2

CHAIRS Nicoletta Buratti, Andrea Sestino, Francesco Vitellaro

[174]  The role of digital platforms in the university exchange of knowledge: the case of Knowledge Share

Authors: Mariapia Cutugno, Tindara Abbate, Fabrizio Cesaroni

[80]  The measure of digital maturity

Authors: Dario Russo, Piero Demetrio Falorsi, Federico Cardone

10:00-11:00 (Time Zone CEST Europe/Rome)

K10 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Friday 14 June 2024

10:00-11:00

Track 15 - Examining the social and environmental relevance of sustainable digital business models: Impact on business practices and consumers - Special Track

Session 1

CHAIRS Nicoletta Buratti, Andrea Sestino, Francesco Vitellaro

[137]  Development and Sustainability of Online Pharmacy Sales

Authors: Orazio Vella, Simone Guercini

[93]  The Impact of Digital Communication Strategies on Adopting Healthy Behaviors. The Mediating Role of Self-Efficacy

Authors: Alessandro Giannattasio, Simona Curiello

11:30-13:00 (Time Zone CEST Europe/Rome)

K1 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1

Friday 14 June 2024

11:30-13:00

Track 3 - International Business

Session 1

CHAIR Antonella Zucchella

[297]  LA STRATEGIA 'GRAB AND GO': INTUZIONI TEORICHE PRELIMINARI E POSSIBILI IMPLICAZIONI

Authors: Martina Castronovo, Anna Mina', Paquale Massimo Picone

[99]  L'imprenditorialità femminile migrante nei business familiari

Authors: Giulio Palmas, Michela Floris

[195]  When algorithms help cross-cultural management educators: a proposed supportive tool

Authors: Bice Della Piana, Francesco Di Vincenzo, Chiara Signore, Mario Trerotola

[129]  Decoding the future: entrepreneurial visions on AI's role in international strategic decisions

Authors: Barbara Francioni, Alice Aiudi, Yuliia Kyrdoda, Simona Amerio

[260]  Female self-initiated expatriate entrepreneurs in the High-tech industry

Authors: Sonia Suárez-Ortega, Antonella Zucchella

[274]  Business model innovation and export growth in SMEs: A mediation-moderation model of managerial capabilities for family and non-family firms

Authors: Alfredo D'Angelo, Marco Pini, Marco Gentile

K2 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1

Friday 14 June 2024

11:30-13:00

Track 12 - Supply Chain Management, Logistics & Operations

Session 2

CHAIRS Ivan Russo, Alessandra Cozzolino

[138]  Integrating sustainability and resilience strategies: a qualitative middle-range research across European organizations

Authors: Barbara Gaudenzi, Benedetta Baldi, Francesco Arcidiacono, Florian Schupp

[241]  Sustainability Initiatives and Actor Interaction Types: A Study of the Real Estate Industry

Authors: Peter Ekman, Cecilia Erixon, Jimmie Røndell

[194]  Smart Food-Sharing Platforms for Social Sustainability: A Heuristic Algorithm Approach

Authors: Behzad Maleki Vishkaei, Pietro De Giovanni

[132]  **Blockchain Waste Management: A Systematic Literature Review for the Public Administration**

Authors: *Gloria Diana Marinsanti Rwakihembo, Francesca Faggioni, Marco Valerio Rossi*

[165]  **Decarbonizing Last-Mile Delivery: a study on crowdsourced delivery incentives**

Authors: *Silvia Blasi, Sara Toniolo*

[226]  **Managing critical raw materials in energy transitioning supply chains: a Resource Dependence theoretical perspective on supply chain management capabilities**

Authors: *Vittorio Maria Garibbo, Francesco Ghezzi, Eleonora Annunziata, Francesco Rizzi, Marco Frey*

K3 Room - Aule K - Via Kennedy John Fitzgerald, 6 - ground floor

Friday 14 June 2024
11:30-13:00

Track 13 - Sustainability

Session 3

CHAIRS *Marco Frey, Angeloantonio Russo*

[42]  **Assessing product sustainability: A comprehensive framework**

Authors: *Azemeraw Tadesse Mengistu, Marcos Dieste, Roberto Panizzolo, Stefano Biazzo*

[345]  **Product vs sales platform sustainability: who wins the online challenge? An exploratory analysis of Italian consumers**

Authors: *Annunziata Tarulli, Domenico Morrone, Daniele Rutigliano, Karolina Sallaku, Raffaele Silvestri*

[285]  **Driving corporate social responsibility: examining the impact of diversity and inclusion across multiple levels**

Authors: *Chiara Leggerini, Mariasole Bannò*

[92]  **From Dominance to Responsibility. The integration of Corporate Social Responsibility in Chaebol's Corporate Governance**

Authors: *Cinzia Dessi*

[329]  **Sustainability Alignment in Cross-Border Collaborations: Dynamics, Challenges and Limits**

Authors: *Davide Liberato Lo Conte, Saqib Shamim, Giuseppe Sancetta*

[311]  **Sustainable and innovative practices in foodstuffs domain: the impact on consumer's perceptions and dispositions**

Authors: *Veronica Marozzo, Alessandra Costa, Tindara Abbate, Augusto D'Amico*

K4 Room - Aule K - Via Kennedy John Fitzgerald, 6 **Make It a Case**

Friday 14 June 2024
11:30-13:00

CHAIRS *Laura Michelini, Angelo Riviezzo*

K5 Room - Aule K - Via Kennedy John Fitzgerald, 6 - first floor

Friday 14 June 2024
11:30-13:00

Track 13 - Sustainability

Session 4

CHAIR *Maria Rosa De Giacomo*

[10]  **Beyond the boardroom: the role of women directors in driving eco-innovation considering situational contingencies**

Authors: *Letizia Lo Preiato, Emilia Filippi, Mariasole Bannò*

[294]  **Evolution of Sustainable Reporting: Impacts and Prospects of CSRD Regulation**

Authors: *Davide Liberato Lo Conte, Raffaele D'Amore, Gerardo Bosco, Alessia Sciarrone, Mario Calabrese*

[318]  **Greening the culinary scene: environmental management initiatives in restaurant sustainability**

Authors: *Simone Luongo, Valentina Della Corte, Fabiana Sepe, Giovanna Del Gaudio*

[188]  **Perceived authenticity of green influencers: An experiment on components and determinants**

Authors: *Stefano Romito, Gaia Giambastiani, Clodia Vurro*

[49]  **BEYOND SUSTAINABILITY: A SYSTEMATIC LITERATURE REVIEW ON CLIMATE CHANGE THROUGH THE LENS OF STAKEHOLDER ORIENTATION**

Authors: *Rosamartina Schena, Angelo Russo, Domenico De Fano*

[257]  **Problematizing on the three main pillars of sustainability from a paradox theory perspective**

Authors: *Alice Alosi, Vinicio Di Iorio*

K6 Room - Aule K - Via Kennedy John Fitzgerald, 6 - first floor

Friday 14 June 2024
11:30-13:00

Track 14 - Tourism & Culture Management

Session 2

CHAIRS *Angelo Presenza, Barbara Francioni*

[84] **La formazione degli ecosistemi digitali tra strategie deliberate e processi spontanei**

Authors: *Sonia Caterina Giaccone, Arisa Shollo*

[249] **Metaverse in social innovation: developing trends to support marginal areas sustainable growing.**

Authors: *Gianpaolo Basile, Maria Palazzo, Maria Antonella Ferri, Mario Tani*

[103] **Harnessing Digital Technologies for Knowledge Management in Luxury Hospitality: the cases of Grand Hotel et de Milan and STRAFhotel&bar.**

Authors: *Mariapina Trunfio, Luna Leoni, Cecilia Pasquinelli, Angelo Presenza*

[295] **Cultural Heritage Management in Museums: The Open Culture Dilemma**

Authors: *Maria Della Lucia, Giulia Dore, Rana Muhammad Umar*

[302] **The attractiveness of working in the tourism industry during the era of Great Resignation and Quiet Quitting**

Authors: *Anna G. Satta, Giacomo Del Chiappa, Ilenia Bregoli*

[340] **Destination ambassador, authenticity and informal communication. Exploratory research on mountain professionals**

Authors: *Umberto Martini, Federica Buffa*

[339] **Co-creation and well-being for older tourists: an empirical investigation**

Authors: *Vania Vigolo, Maria Colurcio, Bo Edvardsson*

K8 Room - Polo Didattico - Via Kennedy John Fitzgerald, 4 - ground floor **Future Teaching Roadmap: Conversation with the Editors**

Friday 14 June 2024
11:30-13:00

Giorgia Giappichelli - Giappichelli editore

Andrea Stingo - Egea editore

Paolo Roncoroni (Italy Branch Director) - Pearson Editore

Pietro Giordano - Walter Kluver

CHAIRS *Maria Colurcio, Fabio Musso*

K9 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Friday 14 June 2024
11:30-13:00

Track 1 - Entrepreneurship

Session 3

CHAIR *Simone Guercini*

[17] **Stitching Sustainability with Capital: Unravelling the Potential of Equity Crowdfunding for Sustainable Fashion Firms**

Authors: *Carlotta Bottaro, Giuseppe Lanfranchi, Chiara Marinelli*

[50] **Crowdfunding Chronicles. The Struggle of Financially Constrained Firms in the Pursuit of Success**

Authors: *Francesco Fasano, Yassine Boutouar, Javier Sanchez-Vidal, Maurizio La Rocca*

[227] **A comprehensive exploration of the knowns and unknowns of Private Equity Secondary Markets**

Authors: *Michele Lertora, Cristina De Silva, Margherita Mietto, Anna Gervasoni*

[15] **Pathways to Success: Analyzing the Impact of Innovation, Team Creativity, and Intellectual Property on Equity Crowdfunding in Italy**

Authors: *Carlotta Bottaro, Raffaele Staglianò, Fabrizio Cesaroni*

[111] **The role of private equity in financial distress situations: A bibliometric literature review**

Authors: *Michele Lertora, Cristina De Silva, Belinda Laura Del Gaudio, Anna Gervasoni*

K10 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Friday 14 June 2024
11:30-13:00

Track 2 - Innovation & Technology Management

Session 3

CHAIR *Angela Caridà*

[38] **Autonomous vehicles, perceived risk, and carsharing compatibility: assessing behavioral intention in Italy**

Authors: *Silvia Della Santa, Giulia Tagliacuzzi, Bernardo Balboni*

[87] **Beyond Words: Leveraging Language for Strategic Decision-Making in Innovation.**

Authors: *Maria Rucsandra Stan, Francesca Di Pietro, Francesca Capo*

[22] **Innovation and Creativity from Remote: Do Women Innovate Differently from Men, and Why?**

Authors: *Chiara Marinelli, Grazia Garlatti Costa, Guido Bortoluzzi*

[43] **Small Steps, Big Impact: Understanding University and Micro, Small and Medium Firms Collaborations for Future Growth.**

Authors: *Rita Mura, Sabrina Di Flauro, Luciano Fratocchi*

[199] **Combining innovation and business networks for resource mobilization in the meat sector: a case study**

Authors: *Alessandro Pagano, Elisa Carloni*

[223] **The role of purpose in digital companies: a study on Exponential Organizations**

Authors: *Francesco Derchi, Nicoletta Buratti, Francesco Vitellaro*

K11 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Friday 14 June 2024
11:30-13:00

Track 7 - Purpose-driven Businesses

Session 1

CHAIR *Andrea Piccaluga*

[150] **Corporate purpose rebirth and ecosystem dawns amid crises and sustainability imperatives: the lead organization's strategic leadership perspective**

Authors: *Edoardo Trincanato, Emidia Vagnoni, Carlotta Magri*

[286] **Entrepreneurial Ecosystem and Proximity: a framework for Social Ecosystem Development**

Authors: *Ricky Celenta, Valentina Cucino, Rosangela Feola, Chiara Crudele*

[277] **Purpose-driven Clusters in the Era of Sustainability**

Authors: *Michele Simoni, Maria Cristina Pietronudo, Eva Panetti*

[178] **The Power of Interactions. Exploring Stakeholder Adoption of pro-social practices from purpose-driven companies**

Authors: *Martina Tafuro, Andrea Piccaluga*

[47] **Tracing the evolution of corporate purpose: an exploratory wine industry case study**

Authors: *Salvatore Esposito De Falco, Raffaella Montera, Nicola Cucari, Raffaella Montera*

K12 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024
11:30-13:00

Track 5 - Management of sustainability and well-being for individuals and society

Session 2

CHAIR *Sabrina Latusi*

[36] **The stakeholders of social projects: a systematic literature review and bibliometric analysis**

Authors: *Rosaria Ferlito, Daniele Virgillito*

[107] **Enhancing Well-Being for People with Disabilities, Insights from Multiple Case Study of Smart Nature-Based Solutions' Actions in Italy.**

Authors: *Giovanna Bagnato, Augusto Bargoni, Chiara Giachinno*

[203] **Sense of Community in the context of well-being and health promotion: A scoping review of the literature**

Authors: *Nicola Spezia, Sabina De Rosi, Sabina Nuti*

[239] **MCRV: LE ATTIVITÀ DELLE IMPRESE PER LA BIODIVERSITÀ**

Authors: *Gianmaria Ontano, Valentina Cucino, Alberto Di Minin, Andrea Mario Cuore Piccaluga, Jacopo Cricchio*

[76] **Unveiling the different shades of wellbeing to improve managerial decision making**

Authors: *Maria Vincenza Ciasullo, Silvia Cosimato, Miriana Ferrara*

[282] **Social acceptance of Decentralized Renewable Energies in East African rural communities: preliminary evidence from a multiple case study.**

Authors: *Fabio Iannone, Eleonora Annunziata, Francesco Rizzi, Marco Frey*

[211] **Workplace spirituality and well-being as building blocks of organizational behavior and organizational design for a healthy and thriving working life**

Authors: *Yochanan Altman, Bice Della Piana, Francesco Di Vincenzo, Chiara Signore*

K13 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024
11:30-13:00

Track 6 - Marketing

Session 2

CHAIR *Gabriele Baima*

[308] **Virtual influencers in tourism marketing: insight or oversight? The case of "Open to Meraviglia"**

Authors: *Rada Gutuleac, Gabriele Baima, Cristian Rizzo*

[104] **Mitigating the Negative Effects of Human-like Virtual Medical Agents on Patients' Emotions. Results From A Preliminary Experimental Study**

Authors: *Andrea Sestino, Alfredo D'Angelo, Russell W. Belk*

[105] **Scaling Consumer Neuroscience Technologies for Individual and Societal Well-Being. A Bibliometric Analysis of Precursors.**

Authors: *Andrea Bazzani, Giorgio Manfroni, Ugo Faraguna, Giuseppe Turchetti*

[331] **Unveiling the Dynamics of GPT Technology Adoption: Assessing Trust in Technology and Self-Efficacy's Influence on Consumer Behavior.**

Authors: *Francesca Celio, Francesco Ricotta*

[90] **Investigating Consumer Perceptions of Brand Personality and Reactions in the Automotive Industry by ChatGPT**

Authors: *Alessandro Signorini, Alessandro Feri, Angelo Baccelloni, Elisa Puvia*

[101] **Understanding the potentialities of metaverse for marketers. Insights from Italy**

Authors: *Michele Simoni, Annarita Sorrentino, Luca Venturini, Myriam Caratu*

K14 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024

11:30-13:00

Track 6 - Marketing

Session 3

CHAIR *Laura Grazzini*

[213] **"The influence of individual values on purchase intention of fair-trade products: An analysis on Italian consumers"**

Authors: *Nohaila Kartti, Giuseppe Franzese, Chiara Cannavale*

[148] **The story that only circular products can tell: Empowering consumers through background information**

Authors: *Shripathy Swaminathan, Vinicio Di Iorio, Francesco Testa*

[245] **Reshaping customers' lifelong journey in the health and wellness contexts**

Authors: *Laura Grazzini, Sabina De Rosis, Raffaele Frustaci, Valentina Sbrilli, Gaetano Aiello*

[321] **A Well Mind, A Wise Choice: A Systematic Review of Wellness and its Influence on Food Decision-Making**

Authors: *Simona Del Core, Alessio Di Leo, Fabiola Sfodera, Niccolò Piccioni*

[229] **Taste-Makers Narratives: Analyzing the Effect of Food Influencers on Home Cooks**

Authors: *Francesco Smaldone, Giada Mainolfi*

[192] **Building a Better Future: The University Activism for Societal Wellbeing**

Authors: *Antonella Cammarota, Francesca Avallone, Vittoria Marino, Riccardo Resciniti*

K15 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024

11:30-13:00

Track 8 - Retailing & Service Management

Session 1

CHAIR *Cristina Zerbini*

[161] **The effect of entrepreneurial and customer orientations on shopper loyalty: an explorative study on small independent retailers**

Authors: *Alice Mantovani, Lara Penco, Sandro Castaldo*

[264] **Loyalty strategies in an evolving world: trends and challenges for future retail**

Authors: *Andrea Ciacci, Generoso Branca, Lara Penco, Sandro Castaldo*

[265] **Ensuring customer satisfaction and loyalty of online health and well-being: a comparison study across types of services**

Authors: *Giada Salvietti, Silvia Ranfagni, Danio Berti*

[256] **Digital Transformation in the Italian Restaurant Industry: Navigating the Challenges and Opportunities of Food Delivery Services**

Authors: *Alberto Susco, Davide Canavesio, Monica Cugno*

[343] **Exploring Metaverse Adoption in High-Involvement Purchases: Insights from field research**

Authors: *Beatrice Luceri, Simone Aiolfi, Giovanni Romano*

[108] **A holistic framework for consumer's usage modes of augmented reality marketing in retailing**

Authors: *Federica Caboni, Vincenzo Basile*

[312] **Paradoxical tension in the implementation of telemedicine services**

Authors: *Giulia Nevi, Lucia Pizzichini, Andrea Perna, Luca Dezi*

K16 Room - Via Kennedy John Fitzgerald, 4 - second floor

Friday 14 June 2024

11:30-13:00

Track 11 - Strategy & Governance

Session 2

CHAIR *Carmela Schillaci*

[64] **Do executive actions reflect their personality traits?: A review of organizational misconduct**

Authors: *Pierluigi Giardino, Andrea Caputo*

[162] **Governing Micro-Municipalities: A Literature Review**

Authors: *Matteo Cristofaro, Nicola Cucari, Antonella Monda, Davide Liberato Lo Conte, Anastassia Zannoni, Leul Girma, Pinalba Schilleci, Francesco Laviola, Simona Mare*

[232] **The stability of upstream producers and downstream alliance dynamics**

Authors: *Leonardo Corbo, Oliver Rossmannek, Olaf Rank*

[95] **International Acquisitions in Family Firms: A Study on Family Leaders, Generations and Distances**

Authors: *Francesca Romana Arduino, Antonio Majocchi, Alessandro Zattoni*

[18] **Gestione della diversità e cambiamento culturale: come valutare in tempo reale l'effetto dei processi di trasformazione in corso?**

Authors: *Anna Brescianini, Mariasole Bannò, Camilla Federici*

[89] **Uno strumento di Governance ESG integrata per una strategia aziendale sostenibile**

Authors: *Ilenia Ceglia, Massimo Battaglia, Nora Annesi, Francesco Mercuri*

Lauree Room - Plesso Centrale - Via Kennedy John Fitzgerald, 6 - mezzanine floor

Friday 14 June 2024
11:30-13:00

Track 10 - Strategic Communication

CHAIRS *Emanuele Invernizzi, Alfano Siano*

[289] **Millennials and Bookfluencers: a cross cultural analysis**

Authors: *Linda Gabbianelli*

[261] **Communicating sustainability in digital contexts: the case of natural wine distributors.**

Authors: *Paolo Cunico, Rubina Romanello, Donata Vianelli*

[272] **The impact of communicating food safety on communication goals: an exploratory study in Agri-food firms from the entrepreneurial perspective**

Authors: *Emanuela Conti, Emanuela Conti, Daniele Giampaoli, Francesca Cesaroni, Tonino Pencarelli*

[333] **Leveraging Italianness abroad: A corpus-assisted discourse approach to restaurant branding**

Authors: *Walter Spezzano, Stefano De Cantis, John D. Buschman*

[344] **TESTING CONTROVERSIAL ADVERTISING EFFECTS ON BRAND ASSOCIATIONS: FIRST INSIGHTS FROM AN AFFECTIVE PRIMING PILOT EXPERIMENT**

Authors: *Francesca Sammartino, Francesca Conte, Siano Alfonso*

[12] **THE ROLE OF SOCIAL MEDIA IN SHAPING AND NORMALIZING STIGMATIZED REALITIES**

Authors: *Elanor Colleoni, Stefania Romenti, Maria Biondo*

[6] **Qualitative research: The focus group and SWOT analysis as a tool for investigating the organizational climate**

Authors: *Candida Parlato*

[62] **Strategic Agility in Error Management: Bridging Theory and Practice in Strategic Communication**

Authors: *Marco Balzano*

[240] **Designing the Future: Leveraging AI-generated Imagery and Youth Perspectives in Progressive CSR Reporting**

Authors: *Grazia Murtarelli, Alessandro Brunno, Stefania Romenti, Martina Frizzo*

M Room - Plesso Centrale - Via Kennedy John Fitzgerald, 6 - mezzanine floor

Friday 14 June 2024
11:30-13:00

Track 18 - Intelligenza artificiale nel management

Session 2

CHAIR *Nadia Di Paola*

[323] **A Systematic Literature Review on AI-empowered Strategic Decision-Making process**

Authors: *Alessia Munnia, Marco Romano, Rebecca Casey, James A. Cunningham*

[81] **Gen-AI nel settore agri-food: determinanti d'adozione ed impatto organizzativo**

Authors: *Francesco Mercuri, Diletta Piloca, Sabrina Restante, Luca Quagliari, Bernardino Quattrococchi*

[243] **Managing services in tourism destinations through Artificial Intelligence and Machine learning: The Data for Destination Model**

Authors: *Silvia Baiocco, Danilo Croce, Paola Maria Anna Paniccia, Roberto Basili, Andriy Shcherbakov, Alessandra Arcese*

[290] **Managerial and technological challenges for climate finance. A multidisciplinary model based on AI for the assessment of sustainability**

Authors: *Daniele Leone, Elvira Buonocore, Eva Panetti, Belinda Laura Del Gaudio, Dario Salerno, Andrea Caporuscio, Salvatore Scognamiglio, Franco Trubiani, Maria Cristina Pietronudo*

[115] **The Future of Digital Technologies: AI-Driven Interfaces for Universal Usability**

Authors: *Giuseppe Lanfranchi, Antonio Crupi*

[100] **The Role of AI in Fostering Sustainable Product Innovation: Exploring the Role of NPD Team Dynamics**

Authors: *Giacomo Marzi, Marco Balzano*

13:00-13:30 (Time Zone CEST Europe/Rome)

K1 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1 Meeting of the SIMA Thematic Group - Small & Family Business CHAIRS <i>Alfredo D'Angelo, Elisa Conz</i>	Friday 14 June 2024 13:00-13:30
K2 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1 Meeting of the SIMA Thematic Group - Supply Chain Management Logistics & Operations CHAIRS <i>Ivan Russo, Alessandra Cozzolino</i>	Friday 14 June 2024 13:00-13:30
K3 Room - Aule K - Via Kennedy John Fitzgerald, 6 - ground floor Meeting of the SIMA Thematic Group - Sustainability CHAIRS <i>Marco Frey, Angeloantonio Russo</i>	Friday 14 June 2024 13:00-13:30
K6 Room - Aule K - Via Kennedy John Fitzgerald, 6 - first floor Meeting of the SIMA Thematic Group - Tourism & Culture Management CHAIRS <i>Maria Della Lucia, Angelo Presenza</i>	Friday 14 June 2024 13:00-13:30
K8 Room - Polo Didattico - Via Kennedy John Fitzgerald, 4 - ground floor Meeting of the SIMA Thematic Group - Innovation & Technology Management CHAIRS <i>Maria Colurcio, Anna Paola Codini</i>	Friday 14 June 2024 13:00-13:30
K9 Room - Via Kennedy John Fitzgerald, 4 - ground floor Meeting of the SIMA Thematic Group - Entrepreneurship CHAIR <i>Roberto Parente</i>	Friday 14 June 2024 13:00-13:30
K11 Room - Via Kennedy John Fitzgerald, 4 - ground floor Meeting of the SIMA Thematic Group - Purpose-driven Businesses CHAIRS <i>Andrea Piccaluga, Rosangela Feola</i>	Friday 14 June 2024 13:00-13:30
K13 Room - Via Kennedy John Fitzgerald, 4 - first floor Meeting of the SIMA Thematic Group - International Business CHAIRS <i>Antonella Zucchella, Andrea Runfolo</i>	Friday 14 June 2024 13:00-13:30
K14 Room - Via Kennedy John Fitzgerald, 4 - first floor Meeting of the SIMA Thematic Group - Marketing CHAIRS <i>Paola Signori, Chiara Giachino</i>	Friday 14 June 2024 13:00-13:30
K15 Room - Via Kennedy John Fitzgerald, 4 - first floor Meeting of the SIMA Thematic Group - Retailing & Service Management CHAIRS <i>Elisa Martinelli, Cristina Zerbini</i>	Friday 14 June 2024 13:00-13:30
K16 Room - Via Kennedy John Fitzgerald, 4 - second floor Meeting of the SIMA Thematic Group - Strategy & Governance CHAIRS <i>Pasquale Massimo Picone, Anna Menozzi</i>	Friday 14 June 2024 13:00-13:30
Lauree Room - Plesso Centrale - Via Kennedy John Fitzgerald, 6 - mezzanine floor Meeting of the SIMA Thematic Group - Strategic Communication CHAIRS <i>Emanuele Invernizzi, Alfonso Siano</i>	Friday 14 June 2024 13:00-13:30
M Room - Plesso Centrale - Via Kennedy John Fitzgerald, 6 - mezzanine floor Meeting of the SIMA Thematic Group - Intelligenza artificiale nel management CHAIRS <i>Giovanni Battista Dagnino, Nadia Di Paola</i>	Friday 14 June 2024 13:00-13:30

13:30-14:30 (Time Zone CEST Europe/Rome)

Break Room - Department of Economics and Management - Via J.F. Kennedy, 6 – Parma Lunch	Friday 14 June 2024 13:30-14:30
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14:30-15:15 (Time Zone CEST Europe/Rome)

K16 Room - Via Kennedy John Fitzgerald, 4 - second floor	Friday 14 June 2024
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Track 11 - Strategy & Governance**Session 3**CHAIR *Rosangela Feola***[171]** **Does female corporate leadership improve environmental performance? A systematic literature review**Authors: *Maria Rosa De Giacomo, Marco Frey***[242]** **The Geography of Innovation: The Phenomenon of Urban Clustering in the Fashion Industry**Authors: *Alessio Travasi, Fabio Musso***14:30-16:00** (Time Zone CEST Europe/Rome)

K1 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1

Track 16 - Growing resilient Italian SMEs - Special TrackCHAIRS *Elisa Conz, Gabriella Levanti***[16]** **Factors influencing the adoption and implementation of emerging digital technologies. An exploratory analysis of wine SMEs**Authors: *Alessandra Costa, Angelo Presenza, Tindara Abbate, Fabrizio Cesaroni***[173]** **The resilience of family firms: exploring the role of collaborative response with supply chain partners**Authors: *Claudia Pongelli, Emanuela Delbufalo, Alfredo De Massis***[187]** **Verso una Misura di Resilienza per le Piccole e Medie Imprese**Authors: *Pietro Taragoni, Salvatore Esposito De Falco, Antonio Renzi, Gianluca Vagnani***[254]** **LA DIVERSITÀ DI GENERE NELLA FORZA LAVORO COME ANTECEDENTE DELLA RESILIENZA D'IMPRESA: EVIDENZE PRELIMINARI DA UN CASO STUDIO**Authors: *Cristina Leone, Pasquale Massimo Picone, Arabella Mocchiari Li Destri***[69]** **Resilience of enterprises: A systematic literature review in a Dynamic Capabilities (DCs) perspective**Authors: *Antonino Castrogiovanni, Elisa Martinelli***[46]** **Not on my watch! The role of organisational resources and emotions in building family firms resilience**Authors: *Elisa Conz, Linda Murphy***14:30-16:30** (Time Zone CEST Europe/Rome)

K2 Room - Aule K - Via Kennedy John Fitzgerald, 6 - level -1

Track 12 - Supply Chain Management, Logistics & Operations**Session 3**CHAIRS *Ivan Russo, Alessandra Cozzolino***[96]** **Partnership strategiche per la gestione dei prodotti a fine vita. Evidenze empiriche dall'industria del lusso.**Authors: *Alice Guzzetti, Valeria Belvedere***[109]** **Who Should Pay for the Returns Product? The Effect of Transparency on Consumers' Decision-making across the Reverse Supply Chain.**Authors: *Benedetta Baldi, Nadja Vorontsova, Ivan Russo, Thomas J. Goldsby***[153]** **Design Science: An Overlooked Approach for Retail & Operations Supply Chain**Authors: *Alessandro Rizzotti, Ivan Russo***[193]** **Modern slavery in mining supply chains: the role of social enterprises and the institutional context**Authors: *Francesco Ghezzi, Fabio Iannone, Francesco Rizzi, Eleonora Annunziata, Marco Frey***[159]** **Triadic literature in sustainable supply chain management: paving the way**Authors: *Chiara Sguizzardi, Ivan Russo, Ilenia Confente***[314]** **Logistics services providers in humanitarian logistics. A bibliometric and systematic literature review.**Authors: *Francesca Celio, Alessandra Cozzolino***[328]** **Eco-packaging innovations in paper and cardboard. Preliminary insights from cognitive mapping on international projects**Authors: *Alessandra Cozzolino, Pietro De Giovanni*

K3 Room - Aule K - Via Kennedy John Fitzgerald, 6 - ground floor

Track 13 - Sustainability

Session 5

CHAIR *Marco Frey*

[303]  **The rebound effect of responsible consumption: an explorative research on sharing economy consumers**

Authors: *Veronica Capone, Cecilia Grieco*

[8]  **The economic losses from extreme weather and climate-related events in different industries in the Modena District (Italy)**

Authors: *Federica Gasbarro, Antonio Tencati*

[88]  **Examining Risk Management Strategies in Environmental Sustainability Decision-Making**

Authors: *Paola Cantarelli, Nicola Bellé*

[127]  **Greenwashing Temptation: A Critical Examination of the Legal Approach against Greenwashing**

Authors: *Lucia Gatti, Federica Buffa, Umberto Martini*

K5 Room - Aule K - Via Kennedy John Fitzgerald, 6 - first floor

Friday 14 June 2024

14:30-16:30

Track 13 - Sustainability

Session 6

CHAIR *Rosamartina Schena*

[196]  **Harnessing collective bargaining for fostering sustainability and competitiveness: fact or fiction?**

Authors: *Chiara De Bernardi, Niccolò Maria Todaro, Maria Rosa De Giacomo, Marco Frey*

[246]  **Understanding Corporate Social Responsibility Scepticism: Implications and Insights from the Literature**

Authors: *Rongtitya Rith, Riccardo Spinelli*

[52]  **I diversi approcci della corporate governance alla sostenibilità e i loro effetti sulle performance ESG**

Authors: *Tommaso Fornasari, Marco Traversi, Mariasole Banno*

[309]  **Il ruolo degli intermediari nella Simbiosi Industriale: il caso Regusto**

Authors: *Chiara Palagonia, Gaelle Cotterlaz-Rannard, Caroline Mattelin-Pierrard, Laura Michelin*

[146]  **L'industria del calcio tra sostenibilità finanziaria e nuove dimensioni tecnologiche**

Authors: *Annabella Conturso, Roberto De Renzi, Pietro Taragoni, Mario Ramaglia*

[184]  **Rivelare il potenziale nascosto della natura: il ruolo del management nelle public policy per la biodiversità**

Authors: *Jacopo Cricchio, Valentina Cucino, Andrea Piccaluga, Alberto Di Minin*

K6 Room - Aule K - Via Kennedy John Fitzgerald, 6 - first floor

Friday 14 June 2024

14:30-16:30

Track 14 - Tourism & Culture Management

Session 3

CHAIRS *Angelo Presenza, Cecilia Pasquinelli*

[263]  **The evolution of sustainability discourses in online reviews: an investigation of the impact of triple bottom line dimensions on tourists' eWOM and destination satisfaction.**

Authors: *David D'Acunto, Serena Lonardi, Ilenia Confente*

[228]  **Generazione Z e percezione delle sostenibilità nella scelta del servizio alberghiero**

Authors: *Daniele Grechi, Roberta Minazzi*

[169]  **Data-driven Strategic Process in the Hospitality Industry: Studying Hotel consumers' purchase intention through web analytics.**

Authors: *Giuseppina Lo Mascolo, Gabriella Levanti, Marcello Chiodi, Arabella Mocchiari Li Destri*

[113]  **Unveiling Museums' Online Reputation. The Case of the Uffizi Galleries**

Authors: *Paola Beccherle, Luciana Lazeretti, Stefania Oliva*

[110]  **ChatGPT's impact on tourists' pre-visit and during-visit impressions: functional over emotional perceptions**

Authors: *Marco Cioppi, Ilaria Curina, Roberta De Cicco, Mauro Dini, Barbara Francioni*

[273]  **Cruise ship size and public perception: An explorative study on X**

Authors: *Ginevra Testa, Giorgia Profumo*

[284]  **The motivations behind religious and spiritual tourism: an empirical investigation on Assisi visitors**

Authors: *Francesca Rivetti, Simone Splendiani, Mauro Dini*

[310]  **Industrial tourism in Italy: a spatial analysis of regional patterns of specialization**

Authors: *Angelo Riviezzo, Antonella Garofano, Giusy Mignone*

K8 Room - Polo Didattico - Via Kennedy John Fitzgerald, 4 - ground floor

Track 2 - Innovation & Technology Management**Session 4**CHAIRS *Maria Colurcio, Anna Paola Codini***[67] Bridging Knowledge Gaps: The Role of Internal Knowledge Recombination Capabilities in Mitigating the Negative Effects of Architectural Knowledge Dissimilarity on Inter-firm Learning in Fuel Cell R&D Alliances**Authors: *Noman Mustafa, Angeloantonio Russo, Clodia Vurro, Antonio Messeni Petruzzelli***[218] Data Value Chain and Data Ecosystem through digital and traditional tools**Authors: *Loris Santarelli, Federica Ceci, Marianna Sgammotta***[37] Esplorare l'eco-innovazione: l'impatto della diversità nei consigli di amministrazione**Authors: *Chiara Leggerini, Andrea Franzoni, Mariasole Bannò***[11] I microfondamenti delle Dynamic Capabilities Phygital: il caso Webidoo Store**Authors: *Ludovica Moi, Gianluca Pusceddu, Francesca Cabiddu***[120] Web 3.0: il punto di vista dei manager sulle opportunità e le sfide del Metaverso e degli NFT**Authors: *Chiara Bartoli, Francesco Fasano, Francesco Cappa, Paolo Boccardelli***[31] EXPLORING THE CONVERGENCE BETWEEN ALLIANCE MANAGEMENT CAPABILITIES AND RELATIONAL VIEW: SUSTAINABILITY-ORIENTED COLLABORATION IN EMERGING GREEN ENERGY MARKETS**Authors: *Vittorio Maria Garibbo, Eleonora Annunziata, Francesco Rizzi, Marco Frey***[346] Strategic leader interfaces and business model innovation: the role of middle managers**Authors: *Marco Paiola, Roberto Grandinetti, Andrea Furlan***[217] Fostering high-impact innovation: empirical evidence in Europe**Authors: *Valeria Schifilliti, Elvira Tiziana La Rocca, Maurizio La Rocca*

K9 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Track 1 - Entrepreneurship**Session 4**CHAIR *Massimiliano Vesci***[136] Entrepreneurs' Background And Business Modelling: A Review And Research Perspectives**Authors: *Giacomo Rosini***[179] UNVEILING THE PITFALLS OF ENTREPRENEURIAL TEAM DIVERSITY: INSIGHT FROM A POST-MORTEM ANALYSIS OF FAILED START-UPS**Authors: *Adele Parmentola, Michele Costagliola Di Fiore***[267] Agility to Handle Dynamics of Business Transformation**Authors: *Giuseppe Pirrone, Margherita Milotta, Birgit Hagen, Martin Cloutier***[283] Venture-Builders' Program Design and the creation of Scaleups**Authors: *Paola Belingheri, Christian Lechner***[61] Exploring the Third Mission of Universities: a Scientometric Approach using Bibliometrix**Authors: *Salvatore Esposito De Falco, Nicola Cucari, Fernando Camastra, Francesco Laviola***[280] Entrepreneurial Ecosystems: exploring the Italian Tech Scaleups scenario**Authors: *Serena Valente, Alessia Pisoni***[91] Innovazione e imprenditorialità femminile nelle PMI: un'analisi fuzzy dei driver della performance**Authors: *Ludovica Antenzio, Daniela Di Bernardino*

K10 Room - Via Kennedy John Fitzgerald, 4 - ground floor

Track 15 - Examining the social and environmental relevance of sustainable digital business models: Impact on business practices and consumers - Special Track**Session 2**CHAIRS *Nicoletta Buratti, Andrea Sestino, Francesco Vitellaro***[29] SUSTAINABILITY FOR BUSINESS MODELS: A PROBLEMATIZATION REVIEW**Authors: *Bob (roland Jasper) Bastian, Andrea Caputo, Maria Della Lucia***[135] Creating a Blockchain Governance framework for Circular Economy: Preliminary results**Authors: *Gloria Diana Marinsanti Rwakihembo, Francesca Faggioni, Marco Valerio Rossi*

[219] **Good Governance for Smart Villages: A Bibliometric Review**

Authors: *Leul Girma Haylemariam, Nicola Cucari, Matteo Cristofaro, Francesco Laviola, Davide Liberato Lo Conte, Antonella Monda, Anastassia Zannoni, Pinalba Schilleci, Simona Mare*

[144] **The Paradox of Sustainability in Crowdfunding: Lessons from the Food Industry**

Authors: *Luigi Nasta, Barbara Sveva Magnanelli, Luca Pirolo*

[68] **Paradoxical Tensions and Paradoxical Mindset as Predictors of Managers' Behavioral Responses to AI-driven Healthcare Tools: A Preliminary Study**

Authors: *Andrea Sestino, Luis Irgang, Henrik Barth, Magnus Holmen*

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Track 5 - Management of sustainability and well-being for individuals and society

Session 3

CHAIR *Sabrina Latusi*

[347] **Happiness and emotions at work in organizational relationships. The role of affectivity and empathy for meta-organizational and non-hierarchical solutions in the resilient firm**

Authors: *Luciano Pilotti*

[205] **The shortage of skilled personnel in the transition from Industry 4.0 to Industry 5.0: Impacts and challenges in the machine tool industry**

Authors: *Eleonora Biglia, Monica Cugno, Rebecca Castagnoli*

[185] **Additive manufacturing: tecnologie umane e sostenibili per il benessere degli individui e della società**

Authors: *Giuseppe Bongiorno, Mariacarmela Passarelli, Michela Sanguedolce, Luigino Filice, Alfio Cariola*

[106] **Well-being in the transition from Industry 4.0 to Industry 5.0**

Authors: *Michela Piccarozzi, Federica Caboni, Roberto Bruni*

[141] **Employee well-being in the era of hybrid work: In search of sustainability for organizational members**

Authors: *Alfonsa Butera, Alessandra Mazzei, Silvia Ravazzani*

[293] **Navigating Transformative Service Research for individual and social well-being: A comprehensive review**

Authors: *Maria Della Lucia, Erica Santini, Muhammad Junaid Shahid Hasni*

[335] **Healthy and sustainable food purchasing and consumption to benefit individual and planetary health**

Authors: *Anna Maria Murante, Fabio Consalez, Federica Manca, Anant Jani*

[208] **Unravelling the dominant product-related marketing factors shaping the choice of healthy products: an examination through the SOR model**

Authors: *Anna Boncompagni, Guido Cristini, Cristina Zerbini*

K12 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024

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Track 5 - Management of sustainability and well-being for individuals and society

Session 4

CHAIR *Donata Tania Vergura*

[78] **Green Goals: Unveiling the Nexus of Football, Sustainability, and Fan Engagement**

Authors: *Rosa Spinnato, Simona Curiello, Enrica Iannuzzi, Claudio Nigro*

[63] **Sostenibilità e performance nel settore vitivinicolo**

Authors: *Michela Prevosto, Clementina Bruno, Fabrizio Erbetta*

[181] **Le App di food sharing tra benefici individuali e ambientali: ascolto delle conversazioni online degli utenti su Too Good To Go.**

Authors: *Silvia Bellini, Cristina Zerbini, Donata Tania Vergura, Beatrice Ceccoli*

[197] **Well-being as a key for sustainable and long-term oriented management**

Authors: *Dario Natale Palmucci, Gabriele Santoro*

[304] **How to define and create value in current societies: a public value framework.**

Authors: *Francesca Pennucci, Sabina De Rosi*

[202] **The role of the enterprise in the pursuit of the well-being for citizens and society. The contribution of the Italian Schools of Enterprise Economics and Management**

Authors: *Silvia Bruzzi*

[262] **The strength of Nutriscore in improving sustainable eating habits and well-being: bad and good news**

Authors: *Ornella Bonafede, Carmela D'Agostino, Andrea Bazzani, Giuseppe Turchetti, Leopoldo Trieste*

K13 Room - Via Kennedy John Fitzgerald, 4 - first floor

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Track 3 - International Business

Session 2

CHAIRS *Andrea Runfola, Barbara Francioni*

[189]  **A synergic approach for resilience and sustainability? An in-depth study in the semiconductor Global Value Chain**

Authors: *Federica Sacco, Giovanna Magnani, Pervez N. Ghauri*

[163]  **Exploring the impact of cybersecurity on digital export: evidence from food industry**

Authors: *Giovanna Terrizzi, Alba Marino, Maria Cristina Cinici, Daniela Baglieri*

[128]  **Industry 4.0, Sustainability, and Internationalization: A Systematic Literature Review**

Authors: *Martina Tomasetig*

[207]  **International Assignment and International Careers: the Issue of Gender in the GCC Cultural Context**

Authors: *Bice Della Piana, Yochanan Altman, Francesco Di Vincenzo, Chiara Signore*

[238]  **The advantage of stateness abroad: an analysis of the social networks of state-owned enterprises**

Authors: *Gabriele Galli, Roberto Urbani*

[142]  **Navigating Technological Advancement: The Impact of Innovation Intermediaries in China's Construction Sector**

Authors: *Giuseppe Lanfranchi, Antonio Crupi*

[44]  **International SMEs and sustainability in the manufacturing industry**

Authors: *Diala Kabbara, Rahim Salhab*

K14 Room - Via Kennedy John Fitzgerald, 4 - first floor

Friday 14 June 2024

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Track 6 - Marketing

Session 4

CHAIR *Paola Signori*

[83]  **L'integrazione del Metaverso negli eventi: impatto sugli SDG's e prospettive future**

Authors: *Francesca Iginì, Arturo Cafaro, Mario Calabrese*

[97]  **The impact of sustainability and country-of-origin on consumers' willingness-to-pay for a brand: A conceptual framework**

Authors: *Chiara Scrimieri, Adamantios Diamantopoulos, Michela Matarazzo, Alberto Pastore*

[182]  **On the intersection between sustainability and digital communication: Looking back and moving forward through a marketing perspective**

Authors: *Simone Guercini, Matilde Milanese, Giulia Monteverde, Andrea Runfola*

[225]  **Conceptualizing perceptions of institutionally derived maneuverable space for value (co)creation.**

Authors: *Jimmie Røndell, Peter Ekman*

[301]  **Narrating the past. Exploring the antecedents of the use of heritage marketing tools by centenarian Italian companies**

Authors: *Angelo Riviezzo, Giusy Mignone, Antonio Lucadamo, Maria Rosaria Napolitano*

[209]  **Examining Healthy Food Consumption Among People Over 60 years**

Authors: *Vincenzo Gissi, Elisabetta Savelli*

[342]  **The new dimension of brand in 'metaverse': a structured literature review**

Authors: *Karolina Sallaku, Domenico Morrone, Annunziata Tarulli*

[19]  **How Metaverse Creates Value for Luxury Brands**

Authors: *Marco Francesco Mazzu, Rumen Pozharliev, Irene Della Sala*

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Friday 14 June 2024

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Track 8 - Retailing & Service Management

Session 2

CHAIR *Elisa Martinelli*

[291]  **Word of mouth vs. word of machine: a preliminary analysis**

Authors: *Graziano Abrate, Valeria Faralla*

[313]  **Promoting (un)conscious purchasing behaviors and choices in favor of sustainability**

Authors: *Silvia Bellini, Chiara Bacchilega, Davide Pellegrini, Simone Aiolfi*

[317]  **The Family Caregiver Experience in Palliative Care Pathways: Development and Validation of a Multidimensional Approach**

Authors: *Marzia Cettina Severino, Costanza Galli, Sabina De Rosi*

[204]  **Balancing Act: The Impact of Product-Oriented Sustainability Information on Consumer Responses**

Authors: *Valentina Mazzoli, Laura Grazzini, Aulona Ulqinaku*

[250] **Catalysing Sustainability: Retailers as Driving Platforms in the Food Industry's Transition**

Authors: *Alberto Massacci, Elena Casprini, Lorenzo Zanni*

[186] **The right kiosk across different generations! A quantitative study in the retailing food sector**

Authors: *Luca Corinaldesi, Gennaro Iasevoli, Chiara Ottolenghi*

[177] **Retail Internationalization and Innovation: systematic literature review**

Authors: *Michele Badolato*

[35] **Building customer experience strategy in phygital retail: an analysis within the fashion industry**

Authors: *Sofia Mogno, Massimiliano Nuccio, Elena Bellio*

M Room - Plesso Centrale - Via Kennedy John Fitzgerald, 6 - mezzanine floor

Friday 14 June 2024

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Track 18 - Intelligenza artificiale nel management

Session 3

CHAIR *Giulio Ferrigno*

[210] **Artificial Intelligence in Corporate Governance domains: a scientometric approach**

Authors: *Salvatore Esposito De Falco, Nicola Cucari, Francesco Laviola*

[334] **From Data to Action: AI-Enhanced Prediction of Business Crises Integrating Financial and Social Media Insights**

Authors: *Davide Liberato Lo Conte, Francesco Ricotta, Gabriele Rinna*

[222] **Open Innovation Strategies and Artificial Intelligence Patents: A Successful Algorithms for Boosting Innovation Performance**

Authors: *Andrea Amanti, Alessandra Costa, Antonio Crupi*

[306] **The impacts of Digitalisation and Artificial Intelligence on aviation and passengers' Airports experience: a literature review**

Authors: *Carlo Riccardo Raggi, Lara Penco*

[158] **WHEN DOES TECHNOLOGICAL INNOVATION OVERLAP SOCIAL INNOVATION? CONCEPTUALIZING AN ORGANIZATIONAL AI-DRIVEN MODEL**

Authors: *Sara Diodati, Lawrence Cabrera, Riccardo Rialti, Lamberto Zollo*

[324] **Exploring the impact of Artificial Intelligence on Vocational Education and Training (VET)**

Authors: *Silvia Cosimato, Nadia Di Paola, Roberto Vona, Nunzia Capobianco*

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Friday 14 June 2024

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Track 7 - Purpose-driven Businesses

Session 2

CHAIR *Rosangela Feola*

[221] **B-Corp: un esame delle aziende alimentari Italiane attraverso la Teoria dei Segnali**

Authors: *Nora Annesi, Valentina Cucino*

[112] **Individuals' Goal Alignment in Humane Entrepreneurial Oriented Organisations: A Preliminary Study**

Authors: *Chiara Marinelli, Grazia Garlatti Costa, Salvatore Dore*

[224] **Autenticità del Purpose aziendale: determinati ed impatto sull'unità organizzativa**

Authors: *Gianluca Gionfriddo, Francesca Collevicchio, Niccolò Todaro, Andrea Piccaluga*

[236] **Open Social Innovation per affrontare le sfide globali: il caso Isinnova**

Authors: *Valentina Cucino, Rosangela Feola, Giulio Ferrigno*

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Friday 14 June 2024

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Track 9 - Small & Family Business

Session 2

CHAIRS *Elisa Conz, Gabriella Levanti*

[167] **The digital transformation process of SMEs to compete in the current business environment: evidence from an Italian case**

Authors: *Ginevra Testa, Andrea Ciacci, Lara Penco*