



Sinergie SIMA

Management Conference



**Università
di Genova**

CALL FOR PAPERS

Sinergie-SIMA 2025 Conference

**TERTIARIZATION & SUSTAINABILITY
NEW CHALLENGES FOR MANAGEMENT IN THE DIGITAL ERA**

**June 12th and 13th, 2025
University of Genova - Italy**

<https://www.sijmsima.it>



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Società Italiana di
MANAGEMENT

PAPER DEVELOPMENT WORKSHOP (PDW)

From scratch to paper: Navigating the journey to top journals

June 11th, 2025, 14:00-18:00

PDW aims

The PDW aims to support early-stage scholars in enhancing their research and publication skills. From the start of a Ph.D. journey and throughout the early stages of an academic career, young researchers are encouraged to publish in top-ranked journals. However, the journey from an initial research idea to publication can be long and both professionally and emotionally challenging. Crafting research designs, identifying the proper research gap, selecting suitable methods, choosing the best journal outlet, writing the first words, and preparing the submission are only part of the process. Even after completing a manuscript, challenges such as desk rejections and difficult review processes persist, with feedback ranging from constructive to contradictory. These issues are a shared experience among early-career researchers.

The PDW has two key goals. First, it aims to provide participants with the opportunity to engage with editors of top-tier journals, offering valuable insights on designing impactful research and preparing articles for successful publication. Second, it seeks to offer constructive feedback on participants' research projects through dedicated sessions led by experienced academics. This dual approach aims to empower participants to navigate the publication process with higher confidence and success.

Target audience

This PDW is targeted at young and mid-career scholars, including Ph.D. students and candidates, post-doc researchers, research fellows, and assistant professors, who demonstrate a strong interest in conceptual and empirical research in management.

Eligibility and submission requirements include:

- a one-page bio sketch;
- the most recent version of the research project, extended abstract, working paper or research paper the author wishes to discuss (written in English);
- a one-page cover letter outlining the specific question(s) the author wishes to submit to the session's chair.

Authors are encouraged to include a note on the paper's front page specifying the target journal(s). For papers under "revise and resubmit" (R&R), authors could indicate the journal and may include reviewers' comments to foster meaningful discussions and improve responses to referees.

Participants will be selected based on the academic quality and potential impact of their submissions, with preference given to full papers. Conceptual, empirical, and literature review papers will all be equally considered. To ensure meaningful interaction and in-depth discussions, the workshop will accommodate a maximum of 20 participants.

PDW format

Department of Economics, Via Vivaldi 5, Genova

- 14:00 Welcome
Lara Penco, University of Genova
Giorgia Profumo, University of Genova
Michela Matarazzo, Guglielmo Marconi University
- 14:10 Roundtable “*From scratch to paper: Navigating the journey to top journals*”
Guest speakers
Charles Hofacker, Persis Rockwood Professor of Marketing, Florida State University
Former Editor-in-Chief, Journal of Interactive Marketing
Timo Mandler, Professor of Marketing, Toulouse Business School
Associate Editor, Journal International Marketing and International Marketing Review
Simone Guercini, Professor of Marketing and Management, University of Florence, Senior Associate Editor, Management Decision
Moderators:
Generoso Branca, Bocconi University
Andrea Ciacci, University of Genova
- 15:45 Coffee break
- 16:00 Parallel Sessions
Discussants
Session 1
Charles Hofacker, Persis Rockwood Professor of Marketing, Florida State University
Former Editor-in-Chief, Journal of Interactive Marketing
Session 2
Timo Mandler, Professor of Marketing, Toulouse Business School
Associate Editor, Journal International Marketing and International Marketing Review
Session 3
Simone Guercini, Professor of Marketing and Management, University of Florence
Senior Associate Editor, Management Decision
- 18:00 Closing remarks
Michela Matarazzo, Guglielmo Marconi University
- 18:15 Short tour of Genova

PDW application process

Applications should be submitted by email jointly to Dr. Generoso Branca (generoso.branca@unibocconi.it) and Dr. Andrea Ciacci (andrea.ciacci@unige.it), and c.c. to Dr. Laura Ciarmela (laura.ciarmela@sinergieweb.it), indicating “**PDW GENOVA 2025**” in the object of the email.

Please also note that for this PDW each applicant will be allowed to submit only one paper.

PDW deadlines

23 March 2025	Submission deadline for proposals
15 April 2025	Notification of review committee decisions
30 April 2025	Final paper submission and early bird registration deadline
11 June 2025	PDW

PDW organizer

Generoso Branca, Bocconi University, generoso.branca@unibocconi.it

Andrea Ciacci, University of Genova, andrea.ciacci@unige.it

Michela Matarazzo, Guglielmo Marconi University, m.matarazzo@unimarconi.it