



**Sinergie SIMA**

Management Conference



**Università  
di Genova**

**CALL FOR PAPERS**

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## **Sinergie-SIMA 2025 Conference**

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

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**June 12<sup>th</sup> and 13<sup>th</sup>, 2025  
University of Genova - Italy**

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



**sinergie**  
italian journal of management



Società Italiana di  
**MANAGEMENT**

**Sinergie-SIMA 2025 Management Conference**  
**TERTIARIZATION & SUSTAINABILITY**  
**NEW CHALLENGES FOR MANAGEMENT IN THE DIGITAL ERA**  
**CALL FOR PAPERS**

**Foreword from the Conference Chairs**

*Dear friends,*

*our objective in arranging the Sinergie-SIMA 2025 Management Conference is to sustain a valuable platform for the dissemination of our community's latest research, as well as to acquire constructive input through engaging in discussions concerning pivotal aspects of management studies and their progression. The Conference will take place in Genova, at the Department of Economics and Management. During the plenary sessions, distinguished keynote speakers from both the academic and business sectors will alternate, while in the parallel sessions, scholars will present their research on the Conference's central theme as well as the various topics and special tracks encompassed by SIMA's Thematic Groups. We are confident that our endeavors will help maintain the collaborative exchanges that drive scientific progress within our field and offer an opportunity to engage with the scholarly community of Italian management. We look forward to seeing you in Genova at the 2025 Sinergie-SIMA Management Conference.*

*Lara Penco*  
*University of Genova*

*Arabella Mocciano Li Destri*  
*SIMA and University of Palermo*

*Marta Ugolini*  
*Sinergie and University of Verona*

## **THE SINERGIE-SIMA MANAGEMENT CONFERENCE: OVERVIEW**

**Sinergie's and SIMA's common aim is to develop the contribution of Italian scholars to the international debate on management issues. Since 2016, Sinergie and SIMA work together to organize the annual Conference, a scientific event based on Sinergie's over 30 years' experience and on SIMA's academic network. The Sinergie-SIMA Management Conference is therefore a well-established scientific meeting that brings together scholars from the field of management to present and discuss their research in a collaborative and friendly environment.**

The main topic of the Conference will be discussed in both plenary and parallel sessions to be held on June 12<sup>th</sup> and June 13<sup>th</sup>, 2025. Pre-Conference activities are scheduled for June 11<sup>th</sup>, 2025.

The plenary sessions will focus on contributions from well-known academics and professionals who will participate in the debate as keynote speakers, discussants, or interviewees.

Parallel sessions will be dedicated to the presentations of long papers and short papers that will be selected according to a rigorous peer review process. In this way, participants will have the opportunity to present their research and receive comments and suggestions from the session chairs and other participants in what hopefully will be constructive discussion sessions.

The official language of the Conference is English. Submission of long papers and short papers in Italian is, however, welcome, and a selection will be included in specific sessions.

## INVITATION TO SUBMIT LONG PAPERS AND SHORT PAPERS TO THE 2025 CONFERENCE: **THEME AND OBJECTIVES**

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

Tertiarization is one of the most salient profiles of the structural change and economic development that have characterized the recent decades (Jorgenson & Timmer, 2011). The growth of the service industry affects multiple sectors, e.g. wholesaling/retailing, tourism/hospitality, transport and logistics, health services, public administration, education, communication, banking and financial services, and B2B services (Baines et al., 2017; Barrett et al., 2015).

This growing relevance of services in the economy and the society has stimulated a broader interdisciplinary debate, e.g., the impact of tertiarization on the performance of the entire economic system, the innovation and digitalization of services, and the applicability of service management issues for the transformation of product-based business models.

Based on these premises, the 2025 Sinergie-SIMA Conference aims to explore the role of services as part of the evolution of society in terms of relevance, growth, competitiveness, innovation, but also sustainability, and well-being. The lens of analysis used to explore this phenomenon will be digitalization, as it is shaping service innovation in more traditional sectors (e.g., social and sanitary services, tourism, retailing, etc.) and it is boosting knowledge-intensive business services (KIBS). Thus, digitalization is a key driver of the business model transformation, facilitating the transition of manufacturing firms towards digital servitization, enabling a new automation frontier (Frank et al., 2019; Kastalli & Van Looy, 2013; Liu et al., 2024), and paving the way for new opportunities for value creation within the global economy (Ostrom et al., 2015).

The application of digital technologies to services (e.g., Artificial Intelligence, Big Data Analytics, Internet of Things, Machine Learning, Additive Manufacturing, Virtual Reality, Augmented Reality, Metaverse) also facilitates the pursuit of relevant environmental and social issues, for example contributing significantly to

the achievement of greater systemic efficiency that help attain the Sustainable Development Goals (SDGs) and circular economy (Xing & Liu, 2023). Leveraging advanced technologies enables the extraction of valuable insights from vast amounts of information, facilitating informed decision-making, personalized service offerings, optimizing service delivery processes, and enhanced customer experiences (Chauhan et al., 2022). Big data plays a strategic role in developing novel solutions that address evolving societal challenges, while driving sustainable growth and innovativeness in the digital era (Cappa et al., 2022; Ciampi et al., 2021; Mikalef et al., 2019). Therefore, the real challenge today is to harness the application of digitalization to enhance the service-oriented approach and empower companies' economic, social, and environmental performances, generating and consolidating greater trust and loyalty among their employees, customers, and suppliers for a more sustainable, inclusive, and better society (Shaukat et al., 2016).

AIDEA devoted a Conference to the tertiarization and new challenges for management and governance 25 years ago in Genoa, and many scholars focused on these topics from multiple perspectives and with original approaches. The 2025 Sinergie-SIMA Genoa Conference, in continuity with the past, is an excellent opportunity to discuss our community's research efforts in service economy and management, in order to identify new effective solutions suitable to face the current digital era. Different theories, methodological approaches, and units of analysis are required to generate scientific research impacting theories but also outlining wide-ranging strategies that can offer valuable insights to business leaders, companies and institutions.

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**The Conference welcomes both theoretical and empirical contributions, although contributions are expected to provide implications for theory and practice.**



## THEMATIC AND SPECIAL TRACKS AND TOPICS

Scholars are invited to submit long and short papers about a relevant topic in the management field related to the following thematic tracks.

### Conference theme

- **Tertiarization & sustainability. New challenges for management in the digital era**  
Coordinators: Clara Benevolo and Riccardo Spinelli (University of Genova)

### SIMA thematic groups

- **Entrepreneurship**  
Coordinators: Massimiliano Vesci (University of Salerno) and Diego Matricano (Vanvitelli University of Campania)
- **Innovation & Technology Management**  
Coordinators: Maria Colurcio (Magna Graecia University of Catanzaro) and Anna Paola Codini (University of Brescia)
- **Intelligenza artificiale nel management**  
Coordinators: Giovanni Battista Dagnino (LUMSA University) and Nadia Di Paola (Federico II University of Naples)
- **International Business**  
Coordinators: Antonella Zucchella (University of Pavia) and Andrea Runfola (University of Perugia)  

Furthermore, this thematic group organizes, in collaboration with JABA (Japan Academy of Business Administration), a special session entitled “**Japanese Management Today: International Perspectives**”, with the purpose of examining the current state of Japanese management in the international arena, considering its relative position from various viewpoints.  
Track chairs: *Takashi Ozawa* (Osaka Metropolitan University, JABA), *Masako Wada* (A.R.T. Co. Ltd, JABA)
- **Marketing**  
Coordinators: Patrizia De Luca (University of Trieste) and Maria Vernuccio (Sapienza University of Rome)
- **Purpose-driven Businesses**  
Coordinators: Andrea Piccaluga (Scuola Superiore Sant’Anna of Pisa) and Rosangela Feola (University of Salerno)
- **Retailing & Service Management**  
Coordinators: Elisa Martinelli (University of Modena and Reggio Emilia) and Cristina Zerbini (University of Parma)
- **Small & Family Business**  
Coordinators: Alfredo D’Angelo (Cattolica del Sacro Cuore University) and Elisa Conz (University of Pavia)
- **Strategic Communication** (in partnership with EUPRERA - European Public Relations Education and Research Association)  
Coordinators: Emanuele Invernizzi (IULM University) and Alfonso Siano (University of Salerno)

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- **Strategy & Governance**  
Coordinators: Massimo Picone (University of Palermo) and Anna Menozzi (University of Piemonte Orientale)
- **Supply Chain Management, Logistics & Operations**  
Coordinators: Ivan Russo (University of Verona) and Alessandra Cozzolino (Sapienza University of Roma)
- **Sustainability**  
Coordinators: Marco Frey (Scuola Superiore Sant'Anna of Pisa) and Angeloantonio Russo (LUM University)
- **Tourism & Culture Management** (in partnership with SIG BAM "Creative & Cultural Industries")  
Coordinators: Maria Della Lucia (University of Trento), Angelo Presenza (University of Molise), Holly Patrick-Thomson (Edinburgh Napier University Business School, Edinburgh), Fiona Whitehurst (Newcastle University Business School, UK), and Marta Bernal (Open University of Catalunya, Spain)

**Management Case Studies**

- Case studies written and presented by academics in collaboration with firm managers. Selected cases may be invited to become part of the SIMA and SIM Case series published with Pearson  
Coordinators: Marco Frey (Scuola Superiore Sant'Anna of Pisa) and Guido Bortoluzzi (University of Trieste)

By clicking on each track will be possible to view the topics proposed. Other topics relevant to the conference and the management discipline that are not included in the list will also be considered.

## LONG AND SHORT PAPERS SUBMISSIONS

### TERMS OF PARTICIPATION



The authors of long or short papers are expected to submit an original work. In this regard, only unpublished long and short papers that have not been submitted for publication or that have not already been published as Conference proceedings will be considered for presentation at the Conference and possible inclusion in the subsequent Conference proceedings. At the time of submission, the authors must certify the originality of their work.



Each author is invited to carefully view the description of the Conference theme, SIMA thematic groups and Case study tracks on the website (click directly on the name of the thematic track listed on the previous page) in order to access a full description of the topics proposed and, when submitting the paper, to choose the conference track that is most fitting. If the choice of topic is not suitable for the thematic group, the paper will be assigned to another track.



In the collaborative logic of our scientific community, each author could be requested to provide reviews of at least two works (1 long paper between March and May 2025 and 1 short paper in April 2025). In addition, each corresponding author will be requested to evaluate the quality of feedback of the reviewing process.

Failure to be available as a reviewer or evaluator for the Conference within the indicated times and failure to comply with the guidelines provided in carrying out the reviewer's task will make authors ineligible for awards.



**Each participant at the Conference may submit a maximum of three papers as author/co-author and present a maximum of two papers (or of three papers if singularly presented).**

**Each paper must have a maximum of five authors.**

**At least one author/co-author of long or short papers must present the research output during the Conference parallel sessions. Failure to present will exclude the paper(s) from the Conference Proceedings and awards.**

### LONG PAPERS SUBMISSION

Long papers' submissions for the Sinergie-SIMA Management Conference have to be formatted using the Conference template published online at <https://www.sijmsima.it/submission/>.

Papers should be a maximum of 10.000 words and should include the following information:

- Title
- Author(s) qualifications, scientific discipline, email address, and mobile phone number - this information is for the exclusive use of Sinergie's administration
- Contributor statement in the case of co-authored papers
- Acknowledgement
- References to the research on which the paper is based
- Structured abstract (no more than 5,000 characters, spaces included) containing the following information: framing of the research, purpose of the paper, methodology, results, research limitations, managerial implications, and originality.
- Keywords
- References

To ensure the quality of editing, especially of tables, graphs, and figures, it is common to use a Microsoft Word format; compatible formats are also accepted. File in .bmp, .jpeg, .jpg, .png, .gif formats can create problems in editing. If possible, please avoid these formats and provide files containing additional tables and graphs in their original format (e.g., xls).

Footnotes should be used only for comments, to provide more detail or not alternative considerations; they should not contain bibliographic information.

***It is recommended to avoid changes in the title of the paper and in the composition of the authors, once submission is completed.***

### **SHORT PAPERS SUBMISSION**

Short papers submissions for the Sinergie-SIMA Management Conference have to be formatted using the Conference template published online at <https://www.sijmsima.it/submission/>.

The short papers may be in the form of a report on a completed research project or a description of an ongoing or near-completed research project. The Conference will provide a valuable opportunity to benefit from debate among peers: thus, short papers describing ongoing research projects must clearly identify their conceptual development, objectives, and methodological frameworks. Also, authors must indicate clearly that the research is a “work-in-progress”. Short papers should be a maximum of 5.000 words and a minimum of 3.500 words. For editing rules, please follow the “Long papers submission” directions.

**SUBMISSION LINK**

<https://sinergiesima.confnow.eu/>

### **PEER REVIEW PROCESS**

#### **FOR LONG PAPERS**

Long papers will undergo a double-blind peer review process by reviewers with expertise in the thematic area selected during the submission process.

*After the peer review, long papers can be fully accepted, accepted with required modifications, or rejected. In the case of partial acceptance, the Authors can decide whether to send a revised manuscript that includes the reviewers' suggestions or not to send it by confirming the first version of the manuscript submitted.*

The accepted long papers could be included in the Conference Proceedings and, furthermore, they will be evaluated to be awarded a prize and, eventually, published in the Sinergie Italian Journal of Management.



## FOR SHORT PAPERS

Short papers will undergo a single-blind peer review process by reviewers with expertise in the thematic area selected during the submission process.

*After the review, short papers can be accepted or rejected.*

The accepted short papers could be included in the Conference Proceedings, and they will be evaluated for mention.

## DEADLINES



### for LONG PAPERS

**15 FEBRUARY 2025**

Long papers submission closure

**30 APRIL 2025**

Notification of double blind  
peer-review result

(non-European participants can request advanced  
notification of the peer-review result)

### for SHORT PAPERS

**15 MARCH 2025**

Short papers submission closure

**30 APRIL 2025**

Notice of single blind  
peer-review result

(non-European participants can request advanced  
notification of the peer-review result)

**5 MAY 2025**

**Early bird registration to the Sinergie-SIMA 2025 Management Conference**

## **PAPER DEVELOPMENT WORKSHOP (PDW)**

### **From scratch to paper: Navigating the journey to top journals**

**June 11<sup>th</sup>, 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](mailto:generoso.branca@unibocconi.it)) and Dr. Andrea Ciacci ([andrea.ciacci@unige.it](mailto:andrea.ciacci@unige.it)), and c.c. to Dr. Laura Ciarmela ([laura.ciarmela@sinergieweb.it](mailto: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**

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

## **PDW organizer**

Generoso Branca, Bocconi University, [generoso.branca@unibocconi.it](mailto:generoso.branca@unibocconi.it)

Andrea Ciacci, University of Genova, [andrea.ciacci@unige.it](mailto:andrea.ciacci@unige.it)

Michela Matarazzo, Guglielmo Marconi University, [m.matarazzo@unimarconi.it](mailto:m.matarazzo@unimarconi.it)

## CONFERENCE REGISTRATION AND FEE\*

**Register on <https://www.sijmsima.it/>**

### Early bird registration from March 24<sup>th</sup> to May 31<sup>st</sup>, 2025

	SIMA MEMBER 2025	SIMA NON-MEMBER 2025
Professors and researchers (VAT included)	€ 300,00	€ 400,00
PhD students, fellows, and undergraduate students (VAT included)	€ 150,00	€ 250,00

### Standard registration from June 1<sup>st</sup> to June 13<sup>th</sup>, 2025

*(The payment will be possible online before 6 June and next only at the Conference venue)*

	SIMA MEMBER 2025	SIMA NON-MEMBER 2025
Professors and researchers (VAT included)	€ 500,00	€ 600,00
PhD students, fellows, and undergraduate students (VAT included)	€ 350,00	€ 450,00

\*The fee includes daytime sessions, lunches, and coffee breaks on June 12<sup>th</sup> and June 13<sup>th</sup> and a social event on the evening of June 13<sup>th</sup>, 2025.

More information about the payment will be available on the website.



**Registration will be completed when payment is made. Accordingly, to benefit from the early bird registration, you must make the payment before May 31<sup>st</sup>, 2025.**



**The Conference fee does not include membership in scientific societies. SIMA members are entitled to a reduced fee, while non-members must pay the full fee. Each membership in scientific societies (SIMA, SIM, etc.) expires on December 31, 2025.**



## PUBLICATION OPPORTUNITIES

### Conference Proceedings

Unless publication is explicitly waived by the author(s) at the time of paper submission, long papers accepted for presentation at the Conference will be published online in the Conference Proceedings and copyrighted with ISBN and DOI codes.

The short papers presented in specific Conference sessions will be published online in a separate volume of Conference Proceedings and copyrighted with an ISBN.

Conference Proceedings will be published in the open-access form on the Sinergie-SIMA Management Conference website afterward.

At least one author of long or short papers must present the research output during the Conference parallel sessions. **Failure to**

**present will result in being excluded from the Conference Proceedings.**

### Publication in Sinergie Italian Journal of Management

A limited number of the papers could be invited after the Conference to be included in a 2026 special issue of **Sinergie Italian Journal of Management**.

### Further publication opportunities

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

Business case studies will be eligible for publication on the Pearson web platform.

The Conference website will provide information on further publication opportunities. More to come soon!

## AWARDS AND RECOGNITIONS

The long and short papers will be awarded based on reviewers' evaluations. In particular, the **three best long papers of the Conference** will be acknowledged by the Scientific Committee with an award during the closing session of the Conference. **Fifteen mentions (one for each of the Thematic Tracks)** will be acknowledged by the track chairs during the specific track session. In case of incompatibility situations for the assignment of the mention to the short papers, the final decision will be left to one or two members of the Scientific Committee of the Conference chosen for research competence in relation to the thematic track itself.

All papers (short and long) participate in the awards, regardless of whether (or not) they will be published in the proceedings of the Conference.

In addition to awarding with a plaque the Journal's Best Reviewer, a mention for the Conference's Outstanding Reviewers will be awarded with a mention.

All the participants of the Conference can present long or short papers, regardless of the role held in the organization of the Conference itself. In the case of an author involved in one of the Conference Committees, both SIMA and Sinergie ensure a transparent and fair evaluation by implementing an ad-hoc blind peer review process.

## GENDER BALANCE AND INCLUSION

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

## CONFERENCE CHAIRS

**Lara Penco**  
University of Genova

**Marta Ugolini**  
University of Verona - Sinergie Italian Journal of Management

**Arabella Mocciano Li Destri**  
University of Palermo - SIMA



## SCIENTIFIC COMMITTEE

**Beatrice Luceri** (Coordinator), University of Parma  
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**Ada Rossi** Sinergie - [redazione@sinergieweb.it](mailto:redazione@sinergieweb.it)

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Via del Castro Laurenziano 9, 00161 Rome  
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