



Sinergie SIMA

Management Conference

Tertiarization & sustainability. New challenges for management in the digital era

June 12th-13th 2025

Preconference June 11th 2025

University of Genova - Department of Economics (DIEC)

Programme



**Università
di Genova**



sinergie
italian journal of management



Società Italiana di
MANAGEMENT

WEDNESDAY JUNE 11th, 2025 - PRE-CONFERENCE
Department of Economics (third floor), Via Vivaldi 5 - Genova

14.00-18.00 PAPER DEVELOPMENT WORKSHOP
From an Idea to a Top Tier Publication: Unleash Your Scholarly Potential with the SIMA Paper Development Workshop

14.00 Welcome (*Room Arsenale*)

LARA PENCO and GIORGIA PROFUMO, University of Genova
MICHELA MATARAZZO, Marconi University

14.10 From scratch to paper: Navigating the journey to top journals

Keynote speakers

CHARLES HOFACKER, Florida State University, United States - Former Editor-in-Chief for the *Journal of Interactive Marketing*

TIMO MANDLER, TBS Education, France - Associate Editor for the *Journal of International Marketing and International Marketing Review*

SIMONE GUERCINI, University of Florence, Italy - Senior Associate Editor for the *Management Decision*

Moderators

GENEROSO BRANCA, Bocconi University
ANDREA CIACCI, University of Genova

15.45 Coffee Break (*Piazza degli Studenti*)

16.00 Parallel Sessions

Discussants

- CHARLES HOFACKER, Florida State University, United States (*Room Tabarca*)
- TIMO MANDLER, TBS Education, France (*Room Galata*)
- SIMONE GUERCINI, University of Florence (*Room Arsenale*)

18.00 Closing Remarks (*Room Arsenale*)

MICHELA MATARAZZO, Marconi University

14.00-17.00 SIMA ACTIVITIES

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

Chairs: BEATRICE LUCERI, University of Parma - GIOVANNA MAGNANI, University of Pavia

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

Chairs: MARIA COLURCIO, University of Catanzaro - FABIO MUSSO, University of Urbino

17.00-19.00 SIMA Executive Board (*Room Spinola*)



From 18.00 Pre-conference social activities SIMA NextGen
Department of Economics, Via Vivaldi 5 - Genova

18.00 Guidelines for young scholars' activities and career development (Room Arsenale)

Invited guests:

- MARIA ROSARIA NAPOLITANO, University of Naples "Parthenope"
- ALBERTO PASTORE, Sapienza University of Rome

19.00 Genova City Center Special Tour (upon registration*)

Organizers:

SIMA NextGen

&

University of Genova Junior Team

- ALBA MARINO, University of Messina
- GABRIELE MURTAS, University of Bergamo
- MICHELA PATRIZI, Sapienza University of Rome
- MICHELE BADOLATO
- ANDREA CIACCI
- ALICE MANTOVANI
- CARLO RAGGI
- GINEVRA TESTA

20.30 Social Dinner and networking - Event for early scholars (upon registration*)



** To book your participation in these activities, you need to fill out the following online form:*

<https://forms.office.com/e/pQKiUrjYfN>

THURSDAY JUNE 12th, 2025

Department of Economics, Via Vivaldi 5 - Genova

8.30-11.00 Registration desk and cloakroom service (ground floor)

9.00-10.45 PRELIMINARY CONFERENCE ACTIVITIES

9.00-9.30 Sinergie Italian Journal of Management - Scientific Advisory Board & Permanent Reviewers Meeting - open to all delegates (*Room Porto Vecchio, third floor*)
Chairs: MARTA UGOLINI and ALBERTO PASTORE, Editors in Chief

9.00-9.30 Conference Scientific Committee Meeting (*by invitation*) (*Room Lanterna, third floor*)
Chair: BEATRICE LUCERI, Coordinator of the Scientific Committee

9.30-10.45 Meet the Editor Session (*Room Embriaco, fourth floor*)

Chair: ANNALISA TUNISINI, University of Cattolica del Sacro Cuore

Editors:

ALBERTO PASTORE and MARTA UGOLINI - Sinergie Italian Journal of Management

DANIELE DALLI - Italian Journal of Marketing

SANDRO CASTALDO - Economia e Management (e&m)

ANNA GRANDORI - European Management Review

GIANMARIO VERONA - Strategic Management Review

TIMO MANDLER - Journal of International Marketing and International Marketing Review

ANDREA PICCALUGA - R&D Management

GIAMPAOLO VIGLIA - Annals of Tourism Research and Psychology and Marketing

CHARLES HOFACKER - Journal of Interactive Marketing

10.45-11.15 Welcome coffee

11.15-12.45 PLENARY SESSION (*Room Boccanegra, fourth floor*)

11.15-11.45 Conference Opening Ceremony

Chair: LARA PENCO, University of Genova

Welcome greetings (in Italian Language)

FEDERICO DELFINO, Rector - University of Genova

GIORGIA PROFUMO, Director - Department of Economics

ARABELLA MOCCIARO Li Destri, President - Italian Society of Management (SIMA)

GENNARO IASEVOLI, President - Italian Academy of Accounting (AIDEA)

DANIELE DALLI, President - Italian Society of Marketing (SIM)

GAETANO M. GOLINELLI, President - CUEIM

RICCARDO RESCINITI, President - Fondazione CUEIM

DEANNE DEN HARTOG, President - Academy of Management (AOM)

ALESSANDRO ZATTONI, President - European Academy of Management (EURAM)

11.45-12.45 Introduction to the Conference theme - Tertiariation & sustainability. New challenges for management in the digital era

Chair: SIMONE POLEDRINI, University of Genova



Twenty-five years after the AIDEA conference in Genova on tertiarization and new challenges for management and governance

PIETRO GENCO, University of Genova

Greenwashing and greenhushing in services

Keynote speaker: GIAMPAOLO VIGLIA, University of Portsmouth (UK) and University of Valle d'Aosta

12.45-14.00 Lunch (Piazza degli Studenti, third floor)

Room Arsenale (reserved) for an exclusive lunch meeting point for Young Scholars, dedicated to informal discussions and networking.

14.00-16.00 PARALLEL SESSIONS

15.30-19.00 ONE-ON-ONE MEETINGS WITH EDITORS (Room Grillotti, second floor)

Individual sessions (registration [here](#))

16.00-16.30 Meeting of the SIMA Thematic Groups

- Artificial Intelligence in Management (Room Metellino, third floor)
- Entrepreneurship (Room Caffaro, fourth floor)
- Innovation & Technology Management (Room Portovecchio, third floor)
- International Business (Room Caffa, third floor)
- Marketing (Room Galata, third floor)
- Purpose-driven Businesses (Room Spinola, fourth floor)
- Retailing & Service Management (Room Doria, fourth floor)
- Small & Family Business (Room Tabarca, third floor)
- Strategic Communication (Room Genovino, third floor)
- Strategy & Governance (Room Arsenale, third floor)
- Supply Chain Management, Logistics & Operations (Room Famagosta, third floor)
- Sustainability (Room Embriaco, fourth floor)
- Tourism & Culture Management (Room Lanterna, third floor)

16.30-17.00 Coffee break (Piazza degli Studenti, third floor)

**17.00-18.00 Round table (in Italian language) - Room Boccanegra, fourth floor
Tertiarization & sustainability. New challenges for management in the digital era**

Chair: STEFANO CASELLI, Bocconi University and Dean SDA Bocconi

ANTONIO GOZZI, Duferco

UMBERTA PAROLETTI, Staff

PAOLO MACRÌ, Confindustria Genova Sezione Terziario and GGallery

ROBERTO TOBIA, Federfarma

Conclusions: SANDRO CASTALDO, Bocconi University, Past President SIMA and IFSAM

18.00-19.00 SIMA general assembly (in Italian language) - Room Boccanegra, fourth floor

Chair: ARABELLA MOCCIARO LI DESTRI, President of SIMA

The assembly is open to all SIMA members

19.30 Social event at the Villa del Principe (cocktail)

20.30 Gala Dinner at the Villa del Principe (Palazzo di Andrea Doria, Piazza del Principe 4, Genova)



FRIDAY JUNE 13th, 2025

Department of Economics, Via Vivaldi 5 - Genova

9.00-11.00 PARALLEL SESSIONS

10.00-13.00 ONE-ON-ONE MEETINGS WITH EDITORS (Room Grillotti, second floor)

Individual sessions (registration [here](#))

11.00-11.30 Coffee break

11.30-12.30 Round Table “Manifesto of Management Studies” (in Italian language) - Room Boccanegra, fourth floor

Chair: ARABELLA MOCCIARO LI DESTRI, President of SIMA

Keynote speakers:

FRANCESCO CIAMPI, Lead Proponent & SIMA Delegate for the “Manifesto of Management Studies”

ALBERTO PASTORE, Co-Editor in Chief of the Sinergie Italian Journal of Management

LEONARDO BECCHETTI, Lead Proponent of the “Manifesto for the New Economy”

DEANNE N. DEN HARTOG, Vice President-Elect & Program Chair-Elect, Academy of Management

SANDRO CASTALDO, Past President of IFSAM

12.30-14.00 Lunch (Piazza degli Studenti, third floor)

Room Arsenale (reserved) for an exclusive lunch meeting point for Young Scholars, dedicated to informal discussions and networking.

14.00-15.30 PARALLEL SESSIONS

15.30-16.30 PLENARY SESSION - Room Boccanegra, fourth floor

Conference conclusion, reflections, and takeaways (in Italian language)

Chair: ARABELLA MOCCIARO LI DESTRI, President of SIMA

Award Ceremony

MARTA UGOLINI and ALBERTO PASTORE, *Sinergie Italian Journal of Management Best Reviewer Award* and *Sinergie Italian Journal of Management 2024 Best Paper Award*

BEATRICE LUCERI, *Conference Selected and Best Papers Award* and *Conference Short Papers' Mentions*

ANGELO BONFANTI, *Outstanding Conference Reviewers Award*

GIAMBATTISTA DAGNINO with NEXTGEN (ALBA MARINO, MICHELE MURTAS, MICHELA PATRIZI), *Outstanding Young Scholar Reviewer Award*

LAURA MICHELINI and ANGELO RIVIEZZO, *Outstanding Teachers Award*

ARABELLA MOCCIARO LI DESTRI, *Outstanding Contribution to the SIMA Community Award*

Announcement of 2026 Conference



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Management Conference

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Società Italiana di Management (or SIMA) is
the Scientific Society of Italian Professors of
Management. It was established in 2013 and
currently has around 500 members. SIMA
aims to contribute to the development and
dissemination of excellent management
knowledge in the academic, economics and
social field. It works to promote management
studies research in academic and scientific
institutions (www.societamanagement.it) to
address societal needs.



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the managerial culture in the society.



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