

SinergieSIMA Conference 2026

«Transforming Management in the era of Post-Globalization and Agentic Economy»

Conference Program

Friday 29 May 2026

08:45-09:15 (Time Zone CEST Europe/Rome)

Palazzo Centrale - Aula Foscolo

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Artificial Intelligence in Management"

CHAIRS *Giovanni Battista Dagnino (Italy - LUMSA University), Nadia Di Paola (Italy - University of Naples "Federico II")*

Palazzo Centrale - Aula VII di Giurisprudenza

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Entrepreneurship"

CHAIRS *Massimiliano Vesci (Italy - University of Salerno), Mariacarmela Passarelli (Italy - University of Calabria)*

Palazzo Centrale - Aula Scarpa

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Innovation & Technology Management"

CHAIRS *Maria Cristina Longo (Italy - University of Catania), Marco Ieva (Italy - University of Parma)*

Palazzo Centrale - Aula 7

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "International Business"

CHAIRS *Andrea Runfola (Italy - University of Perugia), Matilde Milanese (Italy - University of Florence)*

Palazzo Centrale - Aula 6

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Marketing"

CHAIRS *Maria Vernuccio (Italy - Sapienza University of Rome), Francesca Checchinato (Italy - Ca' Foscari University of Venice)*

Palazzo Centrale - Aula 5

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Purpose-driven Businesses"

CHAIRS *Andrea Piccaluga (Italy - Sant'Anna School of Advanced Studies), Rosangela Feola (Italy - University of Salerno)*

Palazzo Centrale - Aula VI di Lettere

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Small & Family Business"

CHAIRS *Alfredo D'Angelo (Italy - University Cattolica del Sacro Cuore - Milan), Elisa Conz (Italy - University of Pavia)*

Palazzo Centrale - Sala Lauree

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Strategic Communication"

CHAIRS *Emanuele Invernizzi (Italy - IULM University), Agostino Vollero (Italy - University of Salerno)*

Palazzo Centrale - Aula E

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Strategy & Governance"

CHAIRS *Pasquale Massimo Picone (Italy - University of Palermo), Anna Menozzi (Italy - University of Piemonte Orientale "A. Avogadro")*

Palazzo Centrale - Aula 4

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Supply Chain Management, Logistics & Operations"

CHAIRS *Ivan Russo (Italy - University of Verona), Alessandra Cozzolino (Italy - Sapienza University of Rome)*

Palazzo Centrale - Aula Disegno

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Sustainability"

CHAIRS *Angeloantonio Russo (Italy - LUM University), Federica Gasbarro (Italy - University of Brescia)*

Palazzo Centrale - Aula del 400

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Retailing & Service Management"

CHAIRS *Chiara Mauri (Italy - University "Carlo Cattaneo" - LIUC), Simone Aiolfi (Italy - University of Parma)*

Palazzo Centrale - Aula B

Friday 29 May 2026
08:45-09:15

Meeting of SIMA Thematic Group "Tourism & Culture Management"

CHAIRS *Maria Della Lucia (Italy - University of Trento), Angelo Presenza (Italy - University of Molise)*

08:45-14:30 (Time Zone CEST Europe/Rome)

Cortile dei Caduti **Research Centers Exhibition**

Friday 29 May 2026
08:45-14:30

Research Centers Exhibition

AEROSPACE@UniTo (Piattaforma scientifica Aerospazio), University of Turin

AI-WARE (Artificial Intelligence for Wellbeing, Awareness, Responsibility and Equality), Magna Graecia University of Catanzaro

CAST (Centro di Studi Avanzati sul Turismo), University of Bologna

Centrimark, Cattolica del Sacro Cuore University of Milan

CERC (Centre for Employee Relations & Communication), IULM University

CRIET (Centro di Ricerca Interuniversitario in Economia del Territorio), Bicocca University of Milan

CYFE (Center for Young and Family Enterprise), University of Bergamo

Divulgative Research Centre, Rome Business School

HighEST Lab (Laboratorio di Big Data e Intelligenza Artificiale), University of Turin

ImpreSapiens, Sapienza University of Rome

Institute for Transformative Innovation Research, University of Pavia

Leaving Footprints, University of Sannio and Parthenope University of Naples

LICAIM (LUMSA International Research Center for Artificial Intelligence Management), LUMSA University

LOOP Research Center, University of Verona

Neuromarketing Behavior and Brain Lab, IULM University

Osservatorio Fedeltà, University of Parma

RES.m HUB (Research Centre for Responsibility, Ethics and Sustainability in Management), Cattolica del Sacro Cuore University of Milan

Retail Lab, University of Parma

08:45-16:00 (Time Zone CEST Europe/Rome)

Spazio Forlanini **Exhibition of publishers**

- EGEA
- FrancoAngeli
- Giappichelli Editore
- Isedi
- McGraw-Hill Education
- Wolters Kluwer

Friday 29 May 2026
08:45-16:00

09:15-11:00 (Time Zone CEST Europe/Rome)

Palazzo Centrale - Aula Magna

Friday 29 May 2026
09:15-11:00

Track 1 - Artificial Intelligence in Management

session 1

CHAIR *Nadia Di Paola (Italy - University of Naples "Federico II")*

Quando l'AI agentica e generativa sono il mio Team. Innovare il business model attraverso la Human-AI interaction

Track 1 - Artificial Intelligence in Management

Submission type: *Short paper*

GenAI Adoption and Business Model Innovation in the Creative Industries in Italy

Track 1 - Artificial Intelligence in Management

Submission type: *Short paper*

From Embeddedness to Hybrid Relationality: Recasting the Firm as a Relational Institution in the Agentic Economy

Track 17 - GM

Submission type: *Long paper*

Strategic Sensing under VUCA Conditions: A Critical Reflection on Forecasting, Anchoring Bias, and Agentic AI

Track 1 - Artificial Intelligence in Management
Submission type: *Long paper*

Managing Generative Artificial Intelligence in Higher Education: Inclusion, Social Sustainability and Governance Challenges

Track 17 - GM
Submission type:

Didattica 4.0 e Intelligenza Artificiale: Un'Analisi Qualitativa delle Soluzioni Digitali a Supporto del Corpo Docente

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Trusting the Bot? How AI Chatbots Shape Trust and Donation Behavior among Repeat Small Donors in Non-profit Communication (work in progress)

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Palazzo Centrale - Aula Foscolo

Friday 29 May 2026
09:15-11:00

Track 1 - Artificial Intelligence in Management

CHAIR *Alessandro Baroncelli (Italy - University Cattolica del Sacro Cuore - Milan)*

Configurazioni dei Big Data e performance innovative nelle PMI: un approccio fsQCA

Track 17 - GM
Submission type: *Short paper*

Strategie di Open Innovation e performance innovative delle PMI: il ruolo moderatore del valore e della veridicità dei Big Data

Track 17 - GM
Submission type: *Short paper*

Advancing Production Management through Big Data and AI: Current Practices and Challenges in Italian SMEs

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

User Resistance to AI in Healthcare: A Systematic Review

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Reducing low-value care in Healthcare Ecosystems: The role of Generative Artificial Intelligence

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Algorithmic Triage: How Generative AI Transforms Decision-Making in Public Employment Services

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Artificial Intelligence and Firm Governance: Toward a Predictive Control Model in the Viable Systems Approach

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Aula VII di Giurisprudenza

Friday 29 May 2026
09:15-11:00

Track 2 - Entrepreneurship

session 1

CHAIR *Mariacarmela Passarelli (Italy - University of Calabria)*

Cultural Embeddedness and Entrepreneurial Risk Perception in Peripheral Regions

Track 17 - GM

Submission type: *Short paper*

Entrepreneurship Education Engagement as Resource Investment During Wartime

Track 2 - Entrepreneurship

Submission type: *Long paper*

Training for Automotive Company Creation: a case study for university students' entrepreneurial action and education

Track 2 - Entrepreneurship

Submission type: *Short paper*

Quantifying Ethics: The E3S Model for Student Entrepreneurship Education

Track 17 - GM

Submission type: *Short paper*

Student Micro-Entrepreneurship and the Role of Technologies: Preliminary Findings from 4 African Public Universities

Track 2 - Entrepreneurship

Submission type: *Short paper*

Inclusive Infrastructures in Entrepreneurship Education: the Licheni case

Track 2 - Entrepreneurship

Submission type: *Short paper*

Il marketing imprenditoriale come percorso di apprendimento multilivello per imprenditori emergenti

Track 2 - Entrepreneurship

Submission type: *Long paper*

Palazzo Centrale - Aula III di Giurisprudenza

Friday 29 May 2026
09:15-11:00

Track 2 - Entrepreneurship

session 2

CHAIR *Massimiliano Vesci (Italy - University of Salerno)*

Signaling Theory in Venture Capital Stage Financing Research: A Review and Research Agenda

Track 2 - Entrepreneurship

Submission type: *Short paper*

The King's Speech: How Entrepreneurs' Family Social Capital and Risk Aversion Shape New Venture Financing

Track 2 - Entrepreneurship

Submission type: *Long paper*

Non-financial support by reward-based crowdfunding backers: an exploratory study

Track 2 - Entrepreneurship

Submission type: *Short paper*

Fundraising in private markets: A systematic review and future research directions

Track 2 - Entrepreneurship

Submission type: *Long paper*

Family Roots, Startup Wings: Balancing Control and Growth in Family Startups Seeking VC Financing

Track 2 - Entrepreneurship

Submission type: *Long paper*

Hybrid Entrepreneurial Agency: Reconfiguring Decision-Making in the era of AI-startups

Track 2 - Entrepreneurship
Submission type: *Long paper*

New actors in entrepreneurial networks: The emerging role of venture builders

Track 2 - Entrepreneurship
Submission type: *Short paper*

Palazzo Centrale - Aula Scarpa

Friday 29 May 2026
09:15-11:00

Track 3 - Innovation & Technology Management
session 1

CHAIR *Maria Cristina Longo (Italy - University of Catania)*

Do knowledge spillovers extend beyond economic returns? Evidence from university-based entrepreneurial ecosystems

Track 3 - Innovation & Technology Management
Submission type: *Long paper*

Network Structures in Homogeneous Open Innovation Ecosystems: Evidence from Heterogeneous Accelerator Contexts

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Preparing the competitive ground: Overlap in Knowledge Activities and Technological Entry

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Sustainability Reporting as a Governance Template for Public Value Co-Creation Practices in Public Service Ecosystems

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

From Compliance to Purpose: Governance Models for Sustainability Innovation

Track 3 - Innovation & Technology Management
Submission type: *Long paper*

Beyond Openness: Knowledge Flows and the Role of Corporate Innovation Hubs

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Palazzo Centrale - Aula Volta

Friday 29 May 2026
09:15-11:00

Track 3 - Innovation & Technology Management
session 2

CHAIR *Marco Ieva (Italy - University of Parma)*

Heuristic shortcuts in Technology Acceptance Model: the cognitive architecture of perceived usefulness in the zero-emission vehicle market

Track 3 - Innovation & Technology Management
Submission type: *Long paper*

Consumer Neuroscience for Technology Acceptance in Healthcare

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

A Socio-Technical Perspective on Digital Transformation and Organizational Change. Empirical Evidence from C-level Executives

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Digital transformation in Italian museums

Track 3 - Innovation & Technology Management

Submission type: *Short paper*

The Influence of Virtual Tours in the Tourism Industry: An Investigation into Consumer Perceptions and Behavior

Track 3 - Innovation & Technology Management

Submission type: *Short paper*

Disneyfication of places: Organizing smart cities for what- and for whom?

Track 3 - Innovation & Technology Management

Submission type: *Short paper*

Twin transition in Italian firms: the role of supply chains

Track 3 - Innovation & Technology Management

Submission type: *Short paper*

Palazzo Centrale - Aula 7

Friday 29 May 2026

09:15-11:00

Track 4 - International Business

session 1

CHAIR *Andrea Runfolà (Italy - University of Perugia)*

Leveraging the Synergy of Industry 4.0 and Sustainability Practices for International Success: Evidence from Italian Manufacturers

Track 4 - International Business

Submission type: *Short paper*

PARTNERING WITH INTERNATIONAL CLIENTS THROUGH INGREDIENT BRANDING: LEVERAGING SUSTAINABILITY AND DIGITAL COMMUNICATION

Track 4 - International Business

Submission type: *Short paper*

Resilient and Sustainable Global Value Chains in the era of economic decoupling: an exploratory study of the semiconductor-automotive nexus

Track 4 - International Business

Submission type: *Short paper*

Exploring Innovation-Based Reshoring Decisions: Findings from an Italian Born-Offshored Company

Track 4 - International Business

Submission type: *Short paper*

Reconfiguring Global Value Chains through Reshoring: An Evaluation Model for the Ceramic Industry

Track 4 - International Business

Submission type: *Short paper*

Organizational Resilience in Extreme Environments: A Study of SMEs in Wartime

Track 17 - GM

Submission type: *Short paper*

MNEs Resilience Amid Dual Complexities: Insights from Peripheral Areas in Turbulent Times

Track 4 - International Business

Submission type: *Short paper*

Palazzo Centrale - Aula 6

Friday 29 May 2026

09:15-11:00

Track 6 - Marketing

session 1

CHAIR *Francesca Checchinato (Italy - Ca' Foscari University of Venice)*

Bridging the theory-practice gap in marketing research: insights from journal editors

Track 6 - Marketing
Submission type: *Short paper*

Perceived Brand Honesty: An Exploratory Study on Consumer Perceptions of Honest (vs. Dishonest) Brands

Track 6 - Marketing
Submission type: *Short paper*

Breaking the Binary: How Gender-Neutral Branding Shapes Brand Love

Track 6 - Marketing
Submission type: *Short paper*

Directive vs. Non-Directive Front-of-Pack Nutritional Labels: Evidence on Healthiness Perceptions and Purchase Intentions from Private Label and National Brands in Poland

Track 6 - Marketing
Submission type: *Short paper*

Brand Awareness as a Threshold Condition: How Attitudes Translate into Willingness to Pay for the Mountain Product Label

Track 6 - Marketing
Submission type: *Long paper*

Framing the Complex Interplay of Ultra-Processed Foods, Nutrition Labeling, and Consumer Response: A Systematic Review

Track 6 - Marketing
Submission type: *Short paper*

Can Brand-Related User-Generated Selfies be Recognized as Brand Hijacking? Preliminary Insights from an investigation of the Louis Vuitton brand

Track 6 - Marketing
Submission type: *Short paper*

Palazzo Centrale - Aula A

Friday 29 May 2026
09:15-11:00

Track 6 - Marketing

session 2

CHAIR *Federica Ceccotti (Italy - Sapienza University of Rome)*

When the Community Speaks: Generational Differences in the Effectiveness of Brand versus User-Generated Content in the Digital Beauty Market

Track 6 - Marketing
Submission type: *Short paper*

Hedonic and Utilitarian Orientations Embedded in AI Agents: Implications for Emotions and Impulsive Buying

Track 6 - Marketing
Submission type: *Short paper*

Antropomorfismo visivo, stile comunicativo e tipologia di prodotto come determinanti dell'intenzione d'acquisto: verso un principio di coerenza tri-dimensionale nella progettazione degli assistenti virtuali

Track 6 - Marketing
Submission type: *Short paper*

Reconfiguring the Core Activities of B2B Sales Managers in the Era of Generative AI: A Practitioner-Validated Conceptual Framework

Track 6 - Marketing
Submission type: *Short paper*

Agentic Commerce and the Future of FMCG Marketing: Managerial Perspectives from Emerging AI-Mediated Marketplaces

Track 6 - Marketing
Submission type: *Short paper*

Discovery to Attribution: Reputation in the AI era

Track 6 - Marketing

Submission type: *Short paper*

Smart Labeling Impact on Consumer Behavior Perception in Agrifood Production: A Systematic Literature Review

Track 6 - Marketing

Submission type: *Short paper*

Palazzo Centrale - Aula 5

Friday 29 May 2026
09:15-11:00

Track 7 - Purpose-driven Businesses

session 1

CHAIR *Rosangela Feola (Italy - University of Salerno)*

Working with Colleagues with Disabilities: Relational Factors of Job Satisfaction among Able-Bodied Employees

Track 7 - Purpose-driven Businesses

Submission type: *Short paper*

How do future managers face ethical dilemmas? Using Attentive Teaching for purpose-driven businesses

Track 7 - Purpose-driven Businesses

Submission type: *Short paper*

Social entrepreneurial teams: what's in the literature? - A systematic literature review

Track 7 - Purpose-driven Businesses

Submission type: *Long paper*

A compass or merely a caption? Corporate Purpose Language in Italian Benefit Companies

Track 7 - Purpose-driven Businesses

Submission type: *Short paper*

Understanding purpose-driven businesses (PDBs): insights from a systematic literature review

Track 7 - Purpose-driven Businesses

Submission type: *Short paper*

Shared Dynamic Capabilities for Circular Economy in the Olive Oil Supply Chain: Evidence from an Italian Benefit Corporation

Track 7 - Purpose-driven Businesses

Submission type: *Short paper*

Palazzo Centrale - Aula VI di Lettere

Friday 29 May 2026
09:15-11:00

Track 9 - Small & Family Business

session 1

CHAIR *Paola Rovelli (Italy - Free University of Bozen-Bolzano)*

The Last Chapter: How CEO Career Horizons Shape Prosocial Initiatives

Track 9 - Small & Family Business

Submission type: *Long paper*

How Strategic Supply Chains Shape SMEs' Strategic Responses in the Post-Globalization Era: An Exploratory Study

Track 9 - Small & Family Business

Submission type: *Long paper*

Energy Transition as an Ecosystem enabler of growth in Italian MSMEs: Preliminary evidence from a National survey

Track 9 - Small & Family Business

Submission type: *Short paper*

B Corps: Do they signal their status? Family vs. Non-Family Owned Behaviour

Track 9 - Small & Family Business
Submission type: *Short paper*

Sustainability Disclosure Strategies in Family Firms: A Systematic Literature Review

Track 9 - Small & Family Business
Submission type: *Short paper*

The role of sustainability in family firms acquisition behavior

Track 9 - Small & Family Business
Submission type: *Short paper*

Palazzo Centrale - Sala Lauree

Friday 29 May 2026
09:15-11:00

Track 10 - Strategic Communication

session 1

CHAIRS *Emanuele Invernizzi (Italy - IULM University), Agostino Vollero (Italy - University of Salerno)*

Measuring Internal Communication Satisfaction: Validation of the Internal Communication Satisfaction Questionnaire (ICSQ) in Italian

Track 10 - Strategic Communication
Submission type: *Long paper*

Antecedenti, evoluzione ed esiti dell'autenticità d'impresa: una revisione critica della letteratura

Track 10 - Strategic Communication
Submission type: *Short paper*

The role of marketing communication strategy and professional expertise in AI adoption: insights from an exploratory study

Track 10 - Strategic Communication
Submission type: *Short paper*

Strategic Communication Measurement in GLAM sector

Track 10 - Strategic Communication
Submission type: *Short paper*

Employee communication as a lever for enablement: Insights from The State of the art of employee communication in Italy

Track 10 - Strategic Communication
Submission type: *Short paper*

Do Packaging Claims Drive Product Performance? Evidence from the Biscuit Category in the Italian FMCG Market

Track 10 - Strategic Communication
Submission type: *Short paper*

To Err Is Human... and Authentic? Typos and Message Authenticity in the Age of Artificial Intelligence

Track 10 - Strategic Communication
Submission type: *Short paper*

Corporate Response Strategies in the Age of Fake News

Track 17 - GM
Submission type: *Short paper*

Strategy, Experience, Conversation: A Conceptual Model of Corporate Space as Strategic Communication

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Aula E

Friday 29 May 2026
09:15-11:00

Track 11 - Strategy & Governance

session 1

CHAIRS Anna Menozzi (Italy - University of Piemonte Orientale "A. Avogadro"), Maurizio La Rocca (Italy - University of Calabria)

When Corporate Governance becomes Necessary: Board Mechanisms and Innovation Efficiency

Track 11 - Strategy & Governance
Submission type: *Long paper*

Detecting Strategic Decline: Anomaly Detection as an Early Warning System for Corporate Default in SMEs

Track 11 - Strategy & Governance
Submission type: *Long paper*

Greenhushing under Institutional Contestation: Evidence from U.S. Listed Firms

Track 11 - Strategy & Governance
Submission type: *Long paper*

From Rhetoric to Reality: Configurational Pathways to Duty-Based Corporate Purpose in European Firms

Track 11 - Strategy & Governance
Submission type: *Long paper*

Beyond Disclosure: Evidence from the Italian Banking System on the Role of Digital in the Bank–Stakeholder Relationship

Track 11 - Strategy & Governance
Submission type: *Long paper*

Big Data Potenziali dall'Intelligenza Artificiale e Innovazione dei Modelli di Business Sostenibili

Track 11 - Strategy & Governance
Submission type: *Short paper*

Dal Controllo Economico al Controllo Etico: un «legal digital twin» per la gestione dei Rischi Psicosociali e della Compliance nelle Aziende Sanitarie

Track 11 - Strategy & Governance
Submission type: *Long paper*

Allocazione delle risorse, modalità di governance ed esiti cooperativi: coesistenza versus cooperazione nell'industria vinicola

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Aula 4

Friday 29 May 2026
09:15-11:00

Track 12 - Supply Chain Management, Logistics & Operations

session 1

CHAIR Ivan Russo (Italy - University of Verona)

Managing institutional pressures through ethical supply chain standards: a collaborative action research study

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Long paper*

Innovative packaging solutions for sustainability across the supply chain: key themes and trade-offs in global firm experience. A text mining analysis.

Track 17 - GM
Submission type: *Short paper*

An Agent-Based Modeling Approach to Multilevel Emergent Dynamics in OSCM

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Long paper*

When Does Smart Manufacturing Pay Off? A Configurational Investigation Based on Necessary Condition and Fuzzy Set Qualitative Comparative Analysis

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Long paper*

Strengthening customization with additive manufacturing: a configurational analysis of postponement strategies, demand and product characteristics

Track 17 - GM
Submission type: *Short paper*

Logistics Service Providers' Specialized Capabilities for Fine Art: Evidence from a Case Study.

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

Slowing the loop: repair as a supply chain service or obligation?

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

Palazzo Centrale - Aula Disegno

Friday 29 May 2026
09:15-11:00

Track 13 - Sustainability

session 1

CHAIR *Angeloantonio Russo (Italy - LUM University)*

Science-based targets: Assessing the consistency of corporate climate target disclosures

Track 13 - Sustainability
Submission type: *Long paper*

AI & Sustainability: analysis of the dual relationship, possible risks and focus on the Italian context

Track 13 - Sustainability
Submission type: *Short paper*

The regenerative firm: evolution and upgrade of the sustainable firm able to increase its resilience and agility

Track 13 - Sustainability
Submission type: *Short paper*

Strategy mix coherence in corporate environmental engagement: Configurations in the global food and beverage industry.

Track 13 - Sustainability
Submission type: *Long paper*

A Comparative Cross-European Investigation into Social Sustainability Disclosure among Leading Football Clubs

Track 13 - Sustainability
Submission type: *Long paper*

Corruption Configuration Cube (CCC): A Multidimensional Strategic Governance Framework Beyond Ethical Governance

Track 13 - Sustainability
Submission type: *Long paper*

Authenticity, Skepticism, and Trust Formation in Corporate Social Responsibility actions

Track 13 - Sustainability
Submission type: *Short paper*

Palazzo Centrale - Aula del 400

Friday 29 May 2026
09:15-11:00

Track 13 - Sustainability

session 2

Crossing the borders: How Digital Transformation enables Social Value Co-Creation

Track 13 - Sustainability
Submission type: *Short paper*

Customer satisfaction and repurchase intention in the Italian and Swedish e-mobility markets

Track 13 - Sustainability
Submission type: *Short paper*

Green Tech Startups: a bridge between science and sustainability

Track 13 - Sustainability
Submission type: *Short paper*

Is sustainable fashion cool? An exploration of ethical, slow and sustainable fashion hashtags on Instagram

Track 13 - Sustainability
Submission type: *Short paper*

The impact of green benefits on employer attractiveness: An experimental design based on Gen Z perceptions

Track 13 - Sustainability
Submission type: *Short paper*

The impact of Stakeholder Engagement on Circular Economy performance in Family Firms

Track 13 - Sustainability
Submission type: *Short paper*

A conceptual framework for assessing HSE culture within the client-contractor relationship

Track 13 - Sustainability
Submission type: *Short paper*

Palazzo Centrale - Aula B

Friday 29 May 2026
09:15-11:00

Track 14 - Tourism & Culture Management

session 1

CHAIR Angelo Presenza (Italy - University of Molise)

Digital Transformation and Sustainability Paradoxes in Tourism: A Grounded Theory Study of the Italian Context

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Managing Data in Tourism Systems: the Italian Tourism Digital Hub

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Artificial Intelligence and Digitalisation in the Tourism Sector: Strategies for a Sustainable Future in the Travel Industry

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Artificial Intelligence and Small and Medium-Sized Enterprises in the Accommodation Sector A Systematic Literature Review from an Economic and Managerial Perspective

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Understanding AI adoption among hospitality microentrepreneurs: Preliminary evidence from a Delphi study in Italy

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Service Agents in the Age of AI: The Moderating Roles of Product Hedonicity and Service Failure: Evidence from the Wine Industry

Track 17 - GM

Submission type: *Short paper*

Human Receptionist or AI Chatbot? Trust-Based Effects on Hotel Check-In Evaluation and Purchase Responses

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

Palazzo Centrale - Aula C

Friday 29 May 2026

09:15-11:00

Track 14 - Tourism & Culture Management

session 3

CHAIR *Maria Della Lucia (Italy - University of Trento)*

The value of brand heritage in the Destination Management process a comparative study of Italian Cultural Capitals

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

Luxury Brands as Cultural Actors Heritage, Creative Cities, and Tourism Ecosystems in the Luxury Economy

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

Slow storytelling in agritourism: insights on the design of coherent destination narratives

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

How do the use of colors and emotional connections influence the image of rural destinations on Instagram? An AI-Based Analysis of Institutional and Visitor-Generated Visual Narratives

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

Artists as a "Designer of Meaning" as influences on consumption: Toward the Hybrid Identity Marketing paradigm. The cases of Saint Levant & Bad Bunny

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

When human and virtual influencers meet cultural homophily: no boundary effects in promoting culturally distant destinations

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

Experience Economy Dimensions and Guest Satisfaction in Peer-to-Peer Accommodation: Comparative Analysis of Airbnb Reviews in Rome and Paris

Track 14 - Tourism & Culture Management

Submission type: *Long paper*

Palazzo Centrale - Aula II di Giurisprudenza

Friday 29 May 2026

09:15-11:00

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

session 1

CHAIRS *Giovanna Magnani (Italy - University of Pavia), Birgit Hagen (Italy - University of Pavia)*

Unveiling the strategic levers of Agentic AI. An empirical investigation from Italian agri-food SMEs.

Track 15 - Transforming Management in the era of Post-Globalization and Agentic

Economy
Submission type: *Long paper*

The Orchestration Imperative: Completing the Relational Paradigm Shift Ahead of the Emerging Agentic Economy

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

Submission type: *Long paper*

Macro, meso, and micro dynamics of innovation ecosystems: A qualitative comparative analysis of the European robotic rehabilitation industry

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

Submission type: *Long paper*

Territorial purpose and emotional place branding in rural development: Storytelling, identity and place value creation

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

Submission type: *Short paper*

AI Ambidexterity as Organizational Transformation: Mapping the Exploration-Exploitation Tension through a Systematic Literature Review

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

Submission type: *Short paper*

From automotive to new urban mobility streams: agentic AI as technological exaptation for knowledge regeneration in the Turin ecosystem

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

Submission type: *Short paper*

Aligning higher education with automotive industry transitions: the role of student competence awareness

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

Submission type: *Short paper*

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

Cortili Sforzesco e Magnolie del Palazzo Centrale **Coffee break**

Friday 29 May 2026
11:00-11:30

11:30-13:15 (Time Zone CEST Europe/Rome)

Palazzo Centrale - Aula Magna

Friday 29 May 2026
11:30-13:15

Track 1 - Artificial Intelligence in Management

session 2

CHAIR *Giovanni Battista Dagnino (Italy - LUMSA University)*

Strategic Adoption of AI in Dubai: Preliminary Results from an Advisory-Centered Perspective

Track 1 - Artificial Intelligence in Management

Submission type: *Short paper*

AI Literacy as a Hiring Signal in Project Management Recruitment

Track 1 - Artificial Intelligence in Management

Submission type: *Short paper*

Strategic Impacts of Generative Artificial Intelligence Adoption in Public Administration: An Empirical Analysis

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Artificial Intelligence and the Idea Journey: From Human Creators to Human-AI Dyads

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Managing Professionals' Trust in AI-Based Clinical Decision Support Systems

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Does Source Credibility Theory Apply to Virtual Influencers? Evidence From Italy

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Human-Centered AI and Entrepreneurship Education: Insights from a Gioia Method Study

Track 1 - Artificial Intelligence in Management
Submission type: *Long paper*

Palazzo Centrale - Aula Foscolo

Friday 29 May 2026
11:30-13:15

Track 1 - Artificial Intelligence in Management
session 3

Session chair: **Savvas Papagiannidis**, Newcastle University Business School (UK)

Artificial Intelligence for Social Good: An Analysis of Objective Structures, Subjective Dispositions, and Collective Fields

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Corporate Crisis and Artificial Intelligence: A textual analysis

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

How Applicants' Job-Market Status Shapes Reactions Toward AI Evaluation

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Decision-making biases in modern Supply Chains and the role of AI: a systematic literature review

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Communicative Genres and Digital Capabilities Development and Engagement in Later Life: Preliminary implications

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

E-Recruitment and Cultural Bias: A Structural Audit and Detection Design for LLMs

Track 1 - Artificial Intelligence in Management
Submission type: *Short paper*

Palazzo Centrale - Aula VII di Giurisprudenza

Friday 29 May 2026
11:30-13:15

Track 2 - Entrepreneurship
session 3

CHAIR **Rosangela Feola** (Italy - University of Salerno)

Rethinking Mixed Embeddedness in Incubation Programmes for Migrant Women Entrepreneurs

Track 2 - Entrepreneurship
Submission type: *Short paper*

Narrating Venture Failure: configurations of entrepreneurial failure narratives across cultural contexts

Track 2 - Entrepreneurship
Submission type: *Short paper*

The role of entrepreneurship support organizations in creating inclusive entrepreneurial ecosystems for immigrant entrepreneurs: A relational approach

Track 2 - Entrepreneurship
Submission type: *Short paper*

Beyond Assistance: Local Entrepreneurial Ecosystems and Immigrant Entrepreneurs

Track 2 - Entrepreneurship
Submission type: *Long paper*

Configuring Entrepreneurial Ecosystems: Evidence from a Ten Pillar Cluster Analysis

Track 2 - Entrepreneurship
Submission type: *Long paper*

The T-Rex Effect in the Entrepreneurial Ecosystem

Track 2 - Entrepreneurship
Submission type: *Short paper*

Commencing Countdown, Engines On: Rethinking the Lifecycle of Entrepreneurial Ecosystems

Track 2 - Entrepreneurship
Submission type: *Short paper*

Palazzo Centrale - Aula III di Giurisprudenza

Friday 29 May 2026
11:30-13:15

Track 9 - Small & Family Business

session 2

CHAIR *Alfredo D'Angelo (Italy - University Cattolica del Sacro Cuore - Milan)*

Embedding the Past: Corporate Heritage and Identity Construction in Family Firms

Track 9 - Small & Family Business
Submission type: *Short paper*

When Marriage Breaks, Firms Shake: Marital Instability as a Hidden Governance Risk in Family Firms

Track 9 - Small & Family Business
Submission type: *Short paper*

Dual-Speed Transformation After Succession: Why Family Business Groups Change while Staying the Same

Track 9 - Small & Family Business
Submission type: *Short paper*

Productivity patterns of family vs non-family firms under stability and crisis

Track 9 - Small & Family Business
Submission type: *Short paper*

Family Firms and Social Entrepreneurship: Unpacking the Social Value Chain in the Zegna Case Study

Track 17 - GM
Submission type: *Short paper*

Next-Generation Digital Leadership in Family-Owned SMEs: An Integrative Review and Research Agenda—Ongoing Study

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Aula Scarpa

Friday 29 May 2026
11:30-13:15

Track 3 - Innovation & Technology Management

session 3

CHAIR *Anna Paola Codini (Italy - University of Brescia)*

Digitalizing Knowledge-Based Firms: What the Effects?

Track 3 - Innovation & Technology Management
Submission type: *Long paper*

Digital Maturity and Sustainability Outcomes in the Twin Transition: Evidence from Italian SMEs

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Digitalization and marketing goals: Data-driven strategy vs entrepreneurial alertness?

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

E-Government Service Quality as a Driver of Digital Inclusion

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

A double-edged sword: the ambivalent role of digitalization for Italian Inner Areas sustainable development

Track 17 - GM
Submission type: *Short paper*

Integrating Digitalization and Sustainability in sport business: An Institutional Analysis in Professional Football

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Education for sustainability as a pedagogical, psychological and sociological paradigm: a transdisciplinary survey between Italy, Tanzania and Spain

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Aula Volta

Friday 29 May 2026
11:30-13:15

Track 3 - Innovation & Technology Management

session 4

CHAIR *Angela Caridà (Italy - University of Catanzaro "Magna Graecia")*

The XAI provider's role in AI-driven decision-making: Insights from a case-study in prior authorization

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Perceptions of Electronic Health Record within digital health services ecosystem and the role of Artificial Intelligence

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Anticipating Emerging Technologies: Innovation Trajectories and Technology Transfer in an AI-Based University Spin-Off. A Longitudinal Case Study

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Artificial Intelligence in Public Services: Reshaping the Conditions of Value Creation

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Managing uncertainty and irreversibility in quantum computing adoption: a systematic literature review

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Human Resources as Network Resources: Development, Mobilization and Placement in Public-Private Innovation Projects

Track 3 - Innovation & Technology Management
Submission type: *Short paper*

Designed to Fail: Toward an Evolutionary Theory of Zemblanity in Organizational Routines

Track 3 - Innovation & Technology Management
Submission type: *Long paper*

Palazzo Centrale - Aula 7

Friday 29 May 2026
11:30-13:15

Track 4 - International Business

session 2

CHAIR *Barbara Francioni (Italy - University of Urbino Carlo Bo)*

Psychological Contract and Job Performance among Chinese Expatriates in Thailand: The Moderating Role of Trustworthiness

Track 4 - International Business
Submission type: *Short paper*

Innovative Pedagogies in Enhancing Cultural Variety in the International Business Classroom

Track 4 - International Business
Submission type: *Short paper*

Country Risk Premium in Non-Financial Firms. A Systematic Literature Review

Track 4 - International Business
Submission type: *Short paper*

Institutional Context, Internationalization, and Their Impact on Firm Scaling

Track 4 - International Business
Submission type: *Short paper*

Scalability Without Trade Offs: International Scaling in Hybrid Firms

Track 4 - International Business
Submission type: *Short paper*

Venture Capital Funds in Foreign Countries as a Market Entry Mode: Conditions and Performance Implications

Track 4 - International Business
Submission type: *Long paper*

Governare la sostenibilità: un framework per analisi delle relazioni inter-organizzative che coinvolgono le imprese multinazionali

Track 4 - International Business
Submission type: *Short paper*

Palazzo Centrale - Aula 6

Friday 29 May 2026
11:30-13:15

Track 6 - Marketing

session 3

CHAIR *Francesca Checchinato (Italy - Ca' Foscari University of Venice)*

Beyond positive brand identity: Conceptualizing the Negative Brand Identity System

Track 6 - Marketing
Submission type: *Short paper*

Delegating distress: Evaluating LLMs as protective tools for coding sensitive advertising content

Track 6 - Marketing
Submission type: *Short paper*

The Internal Brand Equity Lift: How Internal Marketing Strategies and Brand Fit Influence Employees' Identification in Nonprofit Partnerships

Track 6 - Marketing
Submission type: *Short paper*

Congruency Matters. Physiological Responses to Nutritional Claim-Product Fit

Track 6 - Marketing
Submission type: *Short paper*

Tourism pressure and gastronomy: a comparison between Italy and Croatia

Track 6 - Marketing
Submission type: *Short paper*

How to Innovate Personalization

Track 6 - Marketing
Submission type: *Short paper*

When Phygital Experiential Strategies Pay Off: The Role of Sustainability and Competitive Alignment in Driving Firm Performance

Track 6 - Marketing
Submission type: *Short paper*

Palazzo Centrale - Aula A

Friday 29 May 2026
11:30-13:15

Track 6 - Marketing

session 5

CHAIR *Fabio Cassia (Italy - University of Verona)*

Designing Sustainable Delivery Choices at Checkout: Evidence from Digital Nudging Experiments

Track 6 - Marketing
Submission type: *Short paper*

Marketing Agility and Liquid Consumption: How Mutual Adaptation Can Destabilize Digital Markets

Track 6 - Marketing
Submission type: *Short paper*

The Institutionalization of Person-Centredness: A Three-Stream Convergence Model Across Management Fields

Track 6 - Marketing
Submission type: *Short paper*

Algorithmic Recommendations and Consumer Decision-Making: Experimental Evidence from a Food Product Study

Track 6 - Marketing
Submission type: *Short paper*

Neurodiversity in the Agentic Economy: A Systematic Literature Review

Track 6 - Marketing
Submission type: *Short paper*

When Gender Meets Super-Expertise: Perceptual Bias and Behavioral Effects in AI-Human Hybrid Recommendations

Track 6 - Marketing
Submission type: *Short paper*

Palazzo Centrale - Aula 5

Friday 29 May 2026
11:30-13:15

Track 8 - Retailing & Service Management

CHAIRS Chiara Mauri (Italy - University "Carlo Cattaneo" - LIUC), Simone Aiolfi (Italy - University of Parma)

Stitching Marketing and Sales Across the Retail-Facing Process: Trade Marketing as an Integration Function

Track 8 - Retailing & Service Management
Submission type: *Short paper*

When Inclusion Marks You Out: Body Stigmatization in Physical Fashion Retail

Track 8 - Retailing & Service Management
Submission type: *Short paper*

Breaking the shelf blindness: how dynamic social norms-based communication increases visual attention toward high-fiber breakfast products

Track 8 - Retailing & Service Management
Submission type: *Short paper*

Can Product Aggregation Facilitate the Identification of Healthy Options? An Eye-Tracking Field Experiment on Visual Attention and Search Efficiency

Track 8 - Retailing & Service Management
Submission type: *Short paper*

UNDERSTANDING CUSTOMER RESPONSE TO AMAZON BRAND STORES

Track 17 - GM
Submission type: *Short paper*

Transforming Retail Loyalty: Paradoxical Challenges and Balances with AI

Track 8 - Retailing & Service Management
Submission type: *Short paper*

Urban Commerce Districts as Territorial Platforms: Collaborative Governance and Value Distribution in Bergamo (Italy)

Track 8 - Retailing & Service Management
Submission type: *Short paper*

Palazzo Centrale - Aula VI di Lettere

Friday 29 May 2026
11:30-13:15

Track 13 - Sustainability

CHAIR Rosamartina Schena (Italy - LUM University)

The unintended consequences of collaborative consumption: A quantitative investigation on household rebound effects in the sharing economy

Track 13 - Sustainability
Submission type: *Short paper*

Digital Nudging and Online Second-Hand Consumption: an Experimental Comparison of Green, Social and Fair Price Nudges

Track 13 - Sustainability
Submission type: *Short paper*

Human Rights Policy Adoption and Revision Under Reputational Exposure: Insights from the Apparel Industry

Track 17 - GM
Submission type: *Short paper*

Bank-Based Financing and Sustainability Disclosure Readiness in SMEs: Evidence from Italy

Track 17 - GM
Submission type: *Short paper*

Impact Entrepreneurship and Place: A Systematic Literature Review and Future Research Directions

Track 17 - GM
Submission type: *Short paper*

Promoting the energy transition: the influence of social norms on citizens' willingness to promote energy communities

Track 17 - GM
Submission type: *Short paper*

A Review of Sustainable Business Models for Earth Observation-based Climate Services

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Sala Lauree **Innovative and Transformative Teaching: Conversation with the Editors. From student evidence to university learning ecosystems (in Italian language)**
CHAIR *Maria Colurcio (Italy - University of Catanzaro "Magna Graecia")*

Friday 29 May 2026
11:30-13:15

- **Orsola Matrisciano**, General Manager, Egea
- **Andrea Stingo**, Higher Education Marketing Officer, Egea
- **Marta Fornasero**, Editoriale, Isedi
- **Paola Castelli**, Marketing Università, Isedi
- **Daniele Tortoriello**, Marketing Università, Isedi

Palazzo Centrale - Aula E

Friday 29 May 2026
11:30-13:15

Track 11 - Strategy & Governance

session 2

CHAIR *Pasquale Massimo Picone (Italy - University of Palermo)*

Innovation capabilities and performance in public sector organizations: following the path through resource base change in the Family and Community Nurse model

Track 11 - Strategy & Governance
Submission type: *Long paper*

Innovation Setbacks in State-Led Innovation Initiatives: The Case of Malaysia

Track 11 - Strategy & Governance
Submission type: *Short paper*

FUNDING DEPENDENCY AND ORGANIZATIOAL CHANGE: A SYSTEMATIC REVIEW OF DONOR IMPACTS ON NGOS

Track 11 - Strategy & Governance
Submission type: *Long paper*

Developing Contextual Leadership in Amateur Football: An Action Research Study

Track 11 - Strategy & Governance
Submission type: *Short paper*

Building sustainable development actions by leveraging on values-led collaborations: a comparative case study analysis

Track 11 - Strategy & Governance
Submission type: *Short paper*

Configurations of Resilience in Inter-Organizational Networks

Track 11 - Strategy & Governance
Submission type: *Short paper*

Anticipatory Governance in Action: Reframing Organizational Adequacy as a Strategic Infrastructure for Early Risk Detection

Track 11 - Strategy & Governance
Submission type: *Short paper*

Palazzo Centrale - Aula 4

Friday 29 May 2026
11:30-13:15

Track 12 - Supply Chain Management, Logistics & Operations

session 2

CHAIR *Alessandra Cozzolino (Italy - Sapienza University of Rome)*

Returns Management in E-Commerce: The Role of Sustainability in Shaping Customer Satisfaction

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

Strategic Incentives for Supply Chain Transparency Through Blockchain: A Game Theory Analysis

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

Corporate Climate Ambition and Intangible Value: Evidence from Science-Based Targets

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

Upstream differentiation in agriculture commodities supply chain

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

When lean meets digital: risks and trade-offs in the integration of lean management and digital technologies in small and medium enterprises

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

Human Judgment relevance for forecasting in time of AI: a cluster analysis of scientific papers

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Short paper*

Cognitive Biases in Human-AI Interaction: Implications for Operations and Supply Chain Management

Track 12 - Supply Chain Management, Logistics & Operations
Submission type: *Long paper*

Palazzo Centrale - Aula Disegno

Friday 29 May 2026
11:30-13:15

Track 13 - Sustainability

session 3

CHAIR *Clelia Mazzoni (Italy - University of Campania "Luigi Vanvitelli")*

Strategic Configurations of Circular Economy in the Battery Value Chain: Evidence from Global Automotive OEMs

Track 13 - Sustainability
Submission type: *Long paper*

Market Segmentation along the Value-Chain and Sustainability Orientation: Evidence from Italian Fashion Firms

Track 13 - Sustainability
Submission type: *Short paper*

Information framing and plant-based food choices: An experiment on isolated and cumulative effects across dietary identities

Track 13 - Sustainability
Submission type: *Short paper*

A demand and supply analysis of environmental externalities and firms' zero debt policy

Track 13 - Sustainability
Submission type: *Short paper*

Assessing the Financial Impact of Climate-Related Risks in the Automotive Industry

Track 17 - GM
Submission type: *Long paper*

Navigating the automotive transition. The role of vision capability in adaptation behaviour

Track 17 - GM
Submission type: *Long paper*

Emerging frames of tourism in small island destinations: the case of San Pietro Island.

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Aula del 400

Friday 29 May 2026
11:30-13:15

Track 13 - Sustainability

session 4

CHAIR *Francesco Rizzi (Italy - Sant'Anna School of Advanced Studies)*

Stakeholder engagement, sostenibilità e co-creazione di valore nelle PMI: una revisione sistematica bibliometrica della letteratura

Track 13 - Sustainability
Submission type: *Short paper*

The Road Not Taken: the social acceptability of competing mobility interventions in peri-urban corridors

Track 13 - Sustainability
Submission type: *Short paper*

The Road to Mobility as a Service (MaaS): Adoption Drivers and the Nudging Effect

Track 13 - Sustainability
Submission type: *Short paper*

Understanding the impact of ESG in SMEs

Track 13 - Sustainability
Submission type: *Short paper*

Embedding ESG in the Balanced Scorecard: A Work-in-Progress Framework for Strategic Translation, Innovation, and Long-Term Value Creation

Track 13 - Sustainability
Submission type: *Short paper*

Unveiling Systemic Trade-offs in the Dairy Industry: Beyond Local Optimization of Sustainability Performance

Track 13 - Sustainability
Submission type: *Short paper*

Evolution of the role of the sustainability manager in the Italian context

Track 13 - Sustainability
Submission type: *Short paper*

Palazzo Centrale - Aula B

Friday 29 May 2026
11:30-13:15

Track 14 - Tourism & Culture Management

session 2

CHAIR *Maria Della Lucia (Italy - University of Trento)*

Destination Management in Active Conflict Areas: Governing Tourism in Ukraine

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Exploring governance in cultural cities: a comparative analysis of three cases in Italy

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Rethinking Sustainable Tourism in Protected Areas through Arts and Cultural Heritage: A Comparative Study of National Parks in Italy and the United States

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Slow Tourism and Digitalization: Enhancing Experiential Value Without Losing Authenticity – the Case of Apulia as an Emerging Slow Tourism Destination

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Oleoturismo come strategia di rigenerazione territoriale: uno studio esplorativo sulle PMI agricole in Campania

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Strategie di valorizzazione dell'enoturismo di montagna: il caso del Trentino

Track 17 - GM
Submission type: *Long paper*

I nuovi frequentatori della montagna: aspettative degli ospiti pernottanti e ruolo dei rifugi per la salvaguardia dell'ecosistema alpino

Track 17 - GM
Submission type: *Short paper*

Palazzo Centrale - Aula C

Friday 29 May 2026
11:30-13:15

Track 14 - Tourism & Culture Management

session 4

CHAIR Angelo Presenza (Italy - University of Molise)

Concert Societies and the Future of Classical Music. Organisational Models and Sustainability in Contemporary Italy

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Emerging Green Professions in Cultural and Creative Organizations

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Assessing sustainability in museums: an integrated ESG-SDGs multi-method framework

Track 14 - Tourism & Culture Management
Submission type: *Long paper*

The dual sides of artificial intelligence in hospitality industry processes: A qualitative analysis of organizational perceptions and operational applications

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

Sostenibilità e turismo nautico: i risultati di una scoping review della letteratura economico-manageriale

Track 14 - Tourism & Culture Management
Submission type: *Short paper*

From Erasmus Mobility to Destination Loyalty: The Role of Satisfaction

Track 14 - Tourism & Culture Management

Submission type: *Short paper*

Rethinking Tourism Intensity: A Compositional Approach to Resident Life Satisfaction

Track 14 - Tourism & Culture Management

Submission type: *Long paper*

Palazzo Centrale - Aula II di Giurisprudenza

Friday 29 May 2026
11:30-13:15

Track 5 - Management Case Studies

CHAIRS *Mariarosaria Napolitano (Italy - University of Naples "Parthenope")*, *Marco Frey (Italy - Sant'Anna School of Advanced Studies)*

Redefining B2B decision making: the power of Artificial Intelligence, Growth Hacking, and Data Quality Management

Track 5 - Management Case Studies

Submission type: *Long paper*

Entrepreneurial agency and hybrid finance in post-globalization. Evidence from SMEs facing the twin transition

Track 5 - Management Case Studies

Submission type: *Long paper*

Fintech, Youth, and Banking: The Case of Banca Generali

Track 5 - Management Case Studies

Submission type: *Short paper*

Humanistic Enterprise and Reputational Vulnerability: Evidence from the Brunello Cucinelli Case

Track 5 - Management Case Studies

Submission type: *Long paper*

Aula E - Department of Economics and Management **Future-proof companies: Workshop of co-design for an academy-business project**

CHAIR *Stefano Denicolai (Italy - University of Pavia)*

Daniele Zorzoli, CEO, BINNOVA

Friday 29 May 2026
11:30-13:15

13:15-14:30 (Time Zone CEST Europe/Rome)

Cortili Sforzesco e Magnolie del Palazzo Centrale **Lunch**

Friday 29 May 2026
13:15-14:30

14:30-15:30 (Time Zone CEST Europe/Rome)

Palazzo Centrale - Aula Foscolo

Friday 29 May 2026
14:30-15:30

Track 1 - Artificial Intelligence in Management

session 3

CHAIR *Giulio Ferrigno (Italy - Sant'Anna School of Advanced Studies)*

Institutional Logics and Collaborative Innovation in AI Platform Ecosystems: Evidence from Patent Co-Ownership in the United States and China

Track 1 - Artificial Intelligence in Management

Submission type: *Short paper*

Needful or Painful? The perception of the adoption of AI from Top Management Team.

Track 1 - Artificial Intelligence in Management

Submission type: *Short paper*

L'intelligenza artificiale come infrastruttura cognitiva per la transizione circolare: il ruolo delle dynamic capabilities

Track 1 - Artificial Intelligence in Management

Submission type: *Short paper*

A "dual-purpose" teammate: working with GenAI

Track 15 - Transforming Management in the era of Post-Globalization and Agentic Economy

Submission type: *Long paper*

Palazzo Centrale - Aula Scarpa

Friday 29 May 2026

14:30-15:30

Track 3 - Innovation & Technology Management

session 5

CHAIRS *Maria Cristina Longo (Italy - University of Catania), Marco Ieva (Italy - University of Parma)*

Repositioning Biodiesel in the Energy Transition: Evidence from the Heavy-Duty Transport in Italy

Track 3 - Innovation & Technology Management

Submission type: *Long paper*

Navigating the STI-Biodiversity Paradox: Co-Creation, International Intermediation, and Bounded Institutionalization

Track 3 - Innovation & Technology Management

Submission type: *Short paper*

Servitization in the Age of Industry 5.0: Strategic Pathways Toward Circular Economy

Track 3 - Innovation & Technology Management

Submission type: *Short paper*

Exploring the interplay between dynamic capabilities and contextual factors for circular innovation ecosystem emergence: an agent-based modeling approach

Track 3 - Innovation & Technology Management

Submission type: *Short paper*

Palazzo Centrale - Aula Volta

Friday 29 May 2026

14:30-15:30

Track 2 - Entrepreneurship

session 4

CHAIR *Bice Della Piana (Italy - University of Salerno)*

PROCESSI DI LEGITTIMAZIONE E DI DIFFERENZIAZIONE COMPETITIVA NEI MERCATI NASCENTI: UNA RASSEGNA DELLA LETTERATURA

Track 2 - Entrepreneurship

Submission type: *Short paper*

We are Change. Il linguaggio degli innovatori deep tech nel contesto europeo

Track 2 - Entrepreneurship

Submission type: *Short paper*

The Hidden Costs of Entrepreneurial Soft Skills: Identity, Behavioural Integrity and Word-Deed Misalignment. Evidence from a ZMET Analysis

Track 2 - Entrepreneurship

Submission type: *Short paper*

Generative AI as a "narrative nudge" for collective storytelling in elderly communities

Track 17 - GM

Submission type: *Short paper*

Palazzo Centrale - Aula 7

Friday 29 May 2026

Track 4 - International Business**session 3**CHAIR *Matilde Milanesi (Italy - University of Florence)***Warm Hearts or Skilled Hands? The Effects of Country Stereotypes on Purchase Intentions for Italian Design Furniture in the US market**

Track 4 - International Business

Submission type: *Long paper***COMPETING ON EXPORT PRICING: EXPORT ENTRANTS VS HOME-BASED INCUMBENTS ABROAD. THE ROLE OF EXPERIENCE, INNOVATION AND MARKET LEADERSHIP EFFECTS**

Track 4 - International Business

Submission type: *Long paper***The role of Corporate Heritage in Market Selection and Market Entry strategies: a multiple case study of the Italian Food & Beverage Industry**

Track 4 - International Business

Submission type: *Short paper***Beyond Borders: A Systematic Review of Internationalization Pathways for Performing Arts Organizations**

Track 17 - GM

Submission type: *Short paper*

Palazzo Centrale - Aula 6

Friday 29 May 2026

14:30-15:30

Track 4 - International BusinessCHAIR *Rubina Romanello (Italy - University of Trieste)***AI involvement in international business decisions: How decision type and agency level shape managers' adoption intentions**

Track 17 - GM

Submission type: *Short paper***Beyond Intermediaries. A Theoretical Framework for Technology-Oriented Negotiation (TON) in SME Internationalization**

Track 17 - GM

Submission type: *Short paper***Universities as Orchestrators of International Entrepreneurial Ecosystems**

Track 4 - International Business

Submission type: *Short paper***Network centrality and establishment mode choice: An empirical analysis on European firms**

Track 4 - International Business

Submission type: *Short paper*

Palazzo Centrale - Aula A

Friday 29 May 2026

14:30-15:30

Track 7 - Purpose-driven Businesses**session 2**CHAIR *Rosangela Feola (Italy - University of Salerno)***Does sustainability pay off? Evidence from a staggered DID analysis on Italian BCorps**

Track 7 - Purpose-driven Businesses

Submission type: *Short paper***Value Added in Italian Social Gazelles: The Role of Internal and Contextual Drivers**

Track 7 - Purpose-driven Businesses

Submission type: *Short paper*

Il purpose dell'impresa come frame interpretativo della resilienza d'impresa

Track 17 - GM

Submission type: *Short paper*

The Micro-Foundations of Humane Entrepreneurship: Individual Configurations and Opportunity Recognition

Track 17 - GM

Submission type: *Short paper*

Palazzo Centrale - Aula E

Friday 29 May 2026

14:30-15:30

Track 11 - Strategy & Governance

session 3

CHAIR *Maria Cristina Cinici (Italy - University of Messina)*

Governing the Trust–Distrust Paradox in B2B Relationships

Track 11 - Strategy & Governance

Submission type: *Short paper*

Certified management systems as governance infrastructures for ESG assurance readiness

Track 11 - Strategy & Governance

Submission type: *Short paper*

La performance ESG riduce il rischio di crisi e fallimento delle PMI? Il ruolo della dimensione e dei fattori ambientali

Track 11 - Strategy & Governance

Submission type: *Short paper*

Agentic AI Readiness in Italian SMEs: System Integration, Business Model Reinvention and the Intention–Capability Gap in the Post-Globalisation Era.

Track 17 - GM

Submission type: *Short paper*

Palazzo Centrale - Aula 4

Friday 29 May 2026

14:30-15:30

Track 12 - Supply Chain Management, Logistics & Operations

CHAIR *Barbara Gaudenzi (Italy - University of Verona)*

Opening the black box of Olympic logistics: a qualitative study of logistics management decision-making in a temporary mega-event

Track 12 - Supply Chain Management, Logistics & Operations

Submission type: *Short paper*

Unpacking Circular Supply Chains: A Systematic Review and Research Agenda of SCM Processes and Actors in Circularity

Track 12 - Supply Chain Management, Logistics & Operations

Submission type: *Short paper*

Designing Shock-Ready Agrifood Supply Chains

Track 17 - GM

Submission type: *Short paper*

Beyond productivity: digital transformation and workers' well-being in warehouse operations

Track 17 - GM

Submission type: *Short paper*

Palazzo Centrale - Aula Disegno

Friday 29 May 2026

14:30-15:30

Track 13 - Sustainability

session 5

CHAIR *Marina Gigliotti (Italy - Perugia University)*

Exploring the relationship between firm innovativeness and biodiversity: opportunity or liability?

Track 13 - Sustainability
Submission type: *Short paper*

CSR Behaviour and Perceived Relevance in Micro and Small Family Businesses: Evidence from the Italian Context

Track 13 - Sustainability
Submission type: *Short paper*

Food as Well-Being in the Digital Age: Motivational Drivers of Fruit Consumption among Generation Z

Track 13 - Sustainability
Submission type: *Short paper*

Le emissioni che pesano in Borsa: un confronto tra Scope 1-2 e Scope 3

Track 13 - Sustainability
Submission type: *Long paper*

Palazzo Centrale - Aula del 400

Friday 29 May 2026
14:30-15:30

Track 2 - Entrepreneurship

session 5

CHAIR *Veronica Marozzo (Italy - University of Messina)*

Reopening the Future Under Constraint: A Dual-Process Model of Agency Activation and Stabilization

Track 2 - Entrepreneurship
Submission type: *Long paper*

Determining the characteristics of the Private Debt targets: Evidence from Italy

Track 2 - Entrepreneurship
Submission type: *Long paper*

Cultural heritage management in peripheral areas: the challenge of resource degradation

Track 2 - Entrepreneurship
Submission type: *Short paper*

The Evolving Role of University in the development of Entrepreneurial Ecosystems: a multi-stage framework

Track 2 - Entrepreneurship
Submission type: *Short paper*

Palazzo Centrale - Aula B

Friday 29 May 2026
14:30-15:30

Track 8 - Retailing & Service Management

session 1

CHAIR *Simone Aiolfi (Italy - University of Parma)*

Capturing Brands and Consumer Voice. A Longitudinal Study of Online Discourse on Well-Being and Healthy Eating in the Italian Grocery Retail Sector

Track 8 - Retailing & Service Management
Submission type: *Long paper*

Do shopping behaviors change the importance of store attributes? Evidence from the French grocery market.

Track 8 - Retailing & Service Management
Submission type: *Short paper*

A Quantitative Assessment of Consumers' Reactions to "Clean" Labels

Track 8 - Retailing & Service Management
Submission type: *Short paper*

Mind the fit: a Framework for Virtual Reality Integration in the Online Customer Journey

Track 17 - GM

Submission type: *Short paper*

Palazzo Centrale - Aula C

Friday 29 May 2026
14:30-15:30

Track 8 - Retailing & Service Management

CHAIR *Chiara Mauri (Italy - University "Carlo Cattaneo" - LIUC)*

What Drives Theatre Attendance? Audiences Who Plan, Attend More

Track 8 - Retailing & Service Management

Submission type: *Short paper*

Co-creating Data-Driven Healthcare Services: Collaborative Development of Digital Platforms for Patient-Reported Data

Track 8 - Retailing & Service Management

Submission type: *Short paper*

Orchestrating Digital Passenger Experience: Digital Touchpoints and Organisational Choices in a Smart Airport

Track 8 - Retailing & Service Management

Submission type: *Long paper*

Transforming consulting services in the era of agentic AI: Evidence from leading management consultants in Italy

Track 8 - Retailing & Service Management

Submission type: *Long paper*

15:30-16:30 (Time Zone CEST Europe/Rome)

Palazzo Centrale - Aula Magna **CLOSING PLENARY SESSION (in Italian language)**

CHAIR *Beatrice Luceri (Italy - University of Parma)*

Friday 29 May 2026
15:30-16:30

Conference conclusion, reflections, and takeaways

Award Ceremony

Marta Ugolini and Alberto Pastore, *Sinergie Italian Journal of Management 2025 Best Paper Award and Sinergie Italian Journal of Management Best Reviewer Award*

Elisa Martinelli, *Conference Selected and Best Papers Award, and Conference Short Papers' Mentions*

Stefano Denicolai, *Best Practice-Oriented Long Paper Award*

Angelo Bonfanti, *Outstanding Conference Reviewers Award*

Maurizio La Rocca and Pierfelice Rosato with NextGen (Anna Vittoria Formisano, Sara Kullafi, Ludovica Moi, and Massimo Postiglione), *Outstanding Young Scholar Reviewer Award*

Valentina Cucino, *Outstanding Teachers Award*

Announcement of the Sinergie-SIMA 2027 Management Conference