



Sinergie
SIMA
Management
Conference

Leveraging intersections in management theory and practice

9-10-11 June 2021
University of Palermo

ONLINE CONFERENCE
Final Programme





WEDNESDAY JUNE 9th

Pre-conference

- 14.00-15.00** **SINERGIE ITALIAN JOURNAL OF MANAGEMENT MEETING**
Chairs: Marta Ugolini and Alberto Pastore, Editors in Chief
Meeting of the Scientific Advisory Board and Reviewers of Sinergie Italian Journal of Management, open to all delegates
- 14.30-15.15** **SIMA THEMATIC GROUPS COORDINATION MEETING**
Chair: Stefano Bresciani, SIMA
Meeting by invitation
- 15.15 - 16.00** **CONFERENCE SCIENTIFIC COMMITTEE MEETING**
Chairs: Marta Ugolini, Arabella Mocchiari Li Destri, Sandro Castaldo and Lara Penco, conference Chairs and Organizing Committee
Meeting by invitation
- 16.00 -18.00** **SIMA BOARD MEETING**
Chair: Sandro Castaldo, President SIMA
Meeting by invitation
- 18.00-19.30** **SIMA LOCAL CORRESPONDENTS MEETING**
Chairs: Tonino Pencarelli and Elita Schillaci, SIMA
Meeting by invitation
- 15.00-18.30** **SIMA PAPER DEVELOPMENT WORKSHOP**
- Chairs:
Paolo Aversa, *City University of London*
Cristina Bettinelli, *University of Bergamo*
Gabriella Levanti, *University of Palermo*
Pasquale Massimo Picone, *University of Palermo*
- Keynote Speakers:
Davide Ravasi, *UCL School of Management*
Challenges and Best-practices for Planning, Executing and Publishing Qualitative Research
- Giovanni Valentini, *IESE Business School*
Challenges and Best-practices for Planning, Executing and Publishing Quantitative Research



THURSDAY JUNE 10th

Conference-DAY 1

9.00-10.30 MEET THE EDITOR SESSION

Chair: **Francesca Cabiddu**, *University of Cagliari*

Panelsits:

Dermot Breslin, Co Editor-in-Chief, *International Journal of Management Reviews*

Lino Cinquini, Editor-in-Chief, *Journal of Management and Governance*

Daniele Dalli, Editor-in-Chief, *Italian Journal of Marketing*

Elisa Giuliani, *Editor, Research Policy*

Dovev Lavie, *Associate Editor, Strategic Management Journal*

Alberto Pastore, *Co-Editor in Chief, Sinergie Italian Journal of Management*

10.30-11.15 CONFERENCE OPENING CEREMONY

Welcome greetings

Fabrizio Micari, *Rector University of Palermo*

Leoluca Orlando, *Mayor of Palermo*

Elio Mineo, *Dean Department of Economics, Management and Statistics, University of Palermo*

Sandro Castaldo, *President SIMA*

Nic Beech, *President BAM*

Kathrin Moselin, *President EURAM*

Gianluigi Mangia, *EGOS*

Xavier Castañer, *President IFSAM*

Michele Pizzo, *President AIDEA*

Angelo Di Gregorio, *President SIM*

11.15-11.20 Introduction to the conference theme

Arabella Mocciano Li Destri, *University of Palermo*

11.20– 12.00 Intersections Between Theory and Practice in Management

Davide Ravasi, *UCL School of Management*

Rita Tenan, *Responsible Strategic Alliances Europe, Middle East & Africa, Microsoft*

12.00-12.40 KEYNOTE SESSION

Chair: **Beatrice Luceri**, *University of Parma*

Keynote Speaker: **Costas Markides**, *London Business School*

How to make the jump from Managerially Relevant to Managerially Useful Research



12.40-14.00 **BREAK**

14.00-15.30 **Sessione plenaria (in lingua italiana)**
Imprese, istituzioni e comunità: il ruolo delle organizzazioni nella ripresa post-pandemica

Chair: **Carlo Amenta**, *University of Palermo*

Panelists:

Stefano Albani, *President, Siciliacque S.p.A.*

Barbara Cittadini, *President, AIOP*

Antonio Pennisi, *Managing Director, Banca Don Rizzo-Credito Cooperativo della Sicilia Occidentale*

Erasmus Vittorio Troia, *Managing Director, PAC2000A CONAD - Divisione Sicilia*

Giacomo Gargano, *President, IRFIS-FinSicilia s.p.a.*

Cristina Lazzati, *Director, Mark Up*

15.30-17.30 **Parallel, SIMA Thematic and Special joint Sessions**

Strategic management and corporate governance

Entrepreneurship

Operations & supply chain

Tourism and culture management

Special track International business, in collaboration with EIBA

Special track strategic communication, in collaboration with EUPRERA

Special Track Innovation and technology management, in collaboration with Cinet

Strategies of platforms, ecosystems, networks and strategic alliances

Leading and organising in times of crisis

Strategies of platforms, ecosystems, networks and strategic alliances

Digital transformation, big data and business analytics

17.45-18.30 **SIMA general assembly**

Chair: **Sandro Castaldo**, *President SIMA*

The assembly is open to all SIMA members

18.30 **Cocktail in the cloud**

Online social event from the Botanical gardens of Palermo

Speaker: **Paolo Inglese**, *University of Palermo*



FRIDAY JUNE 11th

Conference - DAY 2

08.30-9.00 SIMA Thematic group meetings

9.00-11.00 **Parallel, SIMA Thematic and Special Joint Sessions**

Strategic entrepreneurship during crises

Risorse per resilienza e innovazione

Uncertainty, innovations and legacies of the Covid-19 pandemic

Business model innovation and sustainability

Coopetition, ambidexterity, glocal strategies and paradoxes in management and marketing research

Retailing & service management

Entrepreneurship

Small and family business

Special Track Innovation and technology management, in collaboration with Cinet

Special Track Cross-Cultural Management, in collaboration with IACCM

9.00-11.00 **Business Cases (in lingua italiana)**

Chair: *Marco Frey, Scuola Superiore Sant'Anna, Pisa*

Sessione in collaborazione con Società Italiana di Marketing e Pearson

11.00-11.40 **KEYNOTE SESSION**

Chair: *Antonella Zucchella, University of Pavia*

Keynote Speaker: *Haridimos Tsoukas, Warwick Business School, University of Warwick*

Theory that makes a difference: What can phenomenological management research contribute?

11.40-13.00 **Business panel**

Digital Strategy and Digital Transformation: Principles and Applications

Chairs:

Giambattista Dagnino, LUMSA

Annalisa Tunisini, Cattolica del Sacro Cuore University

Panelists:

Albert Antonini, Business Development & Marketing Alibaba Group

Eleonora Faina, General Manager, Anitec-Assinform

Roberto Lagalla, Councilor for Education and Vocational Training of the Sicilian Region

Claudio Raimondi, Commercial Operations Director, Vodafone

Roberto Tobia, Secretary General, Federfarma

13.00-14.00 **BREAK**



14.00-15.30

Parallel, SIMA Thematic and Special joint Sessions

Marketing

Sustainability

Special track Humanistic management and tourism, in collaboration with IHMA

Business ethics, hybrid organizations and social innovation

Il contributo del management a un mondo più sostenibile

Heterogeneity in management inquiry

Stakeholders, public engagement and agenda 2030

Equality, diversity, inclusivity and respect in management practice

Artificial intelligence, internet-of-things and blockchain and their impact on management

Dismantling Toxic Masculinity through Gamification

15.30-16.45

Academic integrity and opportunism in research evaluation

Chair: *Andrea Piccaluga, Scuola Superiore Sant'Anna, Pisa*

Panelists:

Daniele Dalli, University of Pisa

Koen Debackere, KU Leuven, Leuven

Ben Martin, University of Sussex, Science Policy Research Unit (SPRU)

16.45-17.15

Conference conclusion, reflections and take outs

Arabella Mocchiari Li Destri, University of Palermo,

Sandro Castaldo, President SIMA

Federico Testa, President, Fondazione CUEIM

Award ceremony: Selected and Best Papers Awards, Sinergie Italian Journal of Management Best Reviewer 2021

Alberto Pastore, Editor Sinergie Italian Journal of Management,

Marta Ugolini, Editor Sinergie Italian Journal of Management

Lara Penco, University of Genova

Former Chairs greetings

Claudio Baccarani, University of Verona,

Gaetano Golinelli, Sapienza University of Rome

Announcement of 2022 Conference

Gianmario Verona, Bocconi University of Milan

SINERGIE SIMA MANAGEMENT CONFERENCE PARALLEL SESSIONS

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15.30-17.30

THURSDAY JUNE 10th



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SIMA THEMATIC GROUPS

June 10th
15.30 - 17.30

Strategic management and corporate governance

SESSION CHAIRS: Carmela Elita Schillaci, *University of Catania* - Olimpia Meglio, *University of Sannio*

- EA *Effective modular solutions in the goods and services continuum*
Erica Santini, Enrico Zaninotto
- EA *"Exploring digital transition strategies for the "Made in Italy": the case of digital craftsmanship at Design Italian Shoes"*
Chiara Grosso, Carlo Amenta
- FP *How managers can take advantage of institutions to develop SMEs growth?*
Francesco Fasano, Maurizio La Rocca
- EA *Boards of Directors in Family Firms: A Review of the Literature*
Andrea Sangermano, Cristina Bettinelli, Angelo Miglietta
- EA *The spotty progress of neuroscience in the management fields: Evidence from bibliometrics and topic modeling techniques*
Maria Cristina Cinici, Daniela Baglieri, Alba Marino, Luca Pareschi

June 10th
15.30 - 17.30

Entrepreneurship

SESSION CHAIR: Roberto Parente, *University of Salerno*

- EA *Entrepreneurial intention among students: a bibliometric review and an empirical analysis*
Mariacarmela Passarelli, Valentina Cucino, Giuseppe Bongiorno, Alfio Cariola, Andrea Piccaluga
- EA *Il bias della hubris nei processi di uscita imprenditoriale: verso la formulazione di un framework teorico-interpretativo*
Nadia Di Paola, Pasquale Massimo Picone, Giovanni Battista Dagnino
- EA *L'impatto dei Social Media nella formazione dell'intenzione imprenditoriale degli studenti*
Rosangela Feola, Chiara Crudele, Antonella Monda, Ricky Celenta, Massimiliano Vesce, Roberto Parente

June 10th
15.30 - 17.30

Operations & supply chain

SESSION CHAIR: Francesco Rizzi, *University of Perugia*

- EA *Five shades of plastic in food: which circular packaging are Italian consumers more sensitive to*
Francesco Testa, Vinicio Di Iorio, Jacopo Cerri e Gaia Pretner
- FP *The logistics functions of packaging: sustainable innovations toward a sustainable supply chain*
Alessandra Cozzolino
- EA *Il Sustainable Supply Chain Management in letteratura: un approccio settoriale*
Guido Cristini, Cristina Zerbini, Giada Salvietti
- EA *Reshoring for sustainability: do Industry 4.0 technologies matters?*
Roberto Vona, Silvia Cosimato
- EA *Sustainability Practices in the Footwear and Clothing Sector: an Analysis on Italian Companies*
Fabio Musso, Federica Murmura, Laura Bravi
- EA *Redefining risk management practices: functional and holistic approaches*
Vilma Nasteckiené

June 10th
15.30 - 17.30

Tourism and culture management

SESSION CHAIRS: Tonino Pencarelli, *University of Urbino* - Maria Della Lucia, *University of Trento*

- FP *Virtual tourism: firm-market relationships*
Emerancia Raharisoa
- EA *Music tourism in Italy: audiences and destinations' strategies*
Martha Friel, Giovanna Segre
- EA *ICTs tools combining smart experiences and digital engagement to enhance sustainability: A practice-led insight into tourism destinations*
Francesco Calza, Mariapina Trunfio, Cecilia Pasquinelli, Annarita Sorrentino, Salvatore Campana, Simona Rossi
- EA *Minority languages and tourism: the example of the Cimbrian community of Luserna/Lusérn (Trento, Italy)*
Serena Lonardi
- EA *Rivoluzione digitale, nuove professioni e distant workers: vincoli e opportunità per lo sviluppo turistico sostenibile dei borghi*
Umberto Martini, Federica Buffa, Giacomo Andreani, Alessia Zoppelletto
- EA *BPM e BPR nei servizi turistici: un'applicazione al caso del terminal crociere*
Giovanni Satta, Francesco Vitellaro, Bianca Vottero
- EA *Market opportunities for cruise lines in the outbound distribution channels: assessing the predictors of new bookings*
Giovanni Satta, Luca Persico, Giorgia Morchio, Caterina Tropea

SIMA THEMATIC GROUPS WITH SPECIAL TRACKS

June 10th
15.30 - 17.30

Special track International business in collaboration with EIBA

SESSION CHAIRS: Donata Vianelli, *University of Trieste*
Ulrike Mayrhofer, *IAE Nice, University Cote d'Azur*

- FP *Total Quality Management as Driver for Internationalization. A Case Study of Small Family Firm*
Michela Floris, Michela Marongiu, Cinzia Dessì, Angela Dettori
- FP *Determinants for a successful fashion loyalty program and communalities among countries*
Roberto Mavilia, Roberta Pisani
- FP *The impact of entrepreneurial team experience on international expansion*
Theodoros Mertzanis, Birgit Hagen
- FP *A mediation analysis of the role of organizational innovation on export performance*
Dennis Nagler, Oksana Tokarchuk, Roberto Gabriele
- EA *L'effetto della Country-Of-Origin image sulla brand equity nel settore della birra*
Marco Cioppi, Ilaria Curina, Barbara Francioni, Tonino Pencarelli
- EA *Internationalization and firm performance: an empirical analysis in Italy*
Elvira Tiziana La Rocca, Augusto D'Amico

June 10th
15.30 - 17.30

Special track strategic communication in collaboration with EUPRERA

SESSION CHAIRS: Emanuele Invernizzi, *IULM University* - Jesper Falkenheimer, *Lund University*

- EA *La comunicazione al servizio del benessere collettivo: l'efficacia delle pubblicità sociali rivolte ai bambini*
Valentina Nicolini, Fabio Cassia
- EA *Strategic communication for minimizing the impact of fake news on corporate reputation*
Stefania Romenti, Elanor Colleoni
- EA *The role of influencer marketing during the lockdown: An analysis of Italian influencers*
Rossella Sagliocco, Sabrina Celestino
- EA *Arte popolare come eredità culturale di una marca in cerca di autenticità: il caso Dolce & Gabbana*
Elena Cedrola, Stefania Masè, Sara Pistolesi
- EA *From brand control to brand co-creation: paradigm shift and emerging new brand perspectives*
Alfonso Siano, Agostino Vollero, Alessandra Bertolini

June 10th
15.30 - 17.30

Special Track Innovation and technology management in collaboration with Cinet

SESSION CHAIRS: Maria Colurcio, *University Magna Graecia of Catanzaro*
Anna Codini, *University of Brescia*

- EA** *Hang in there, Biosimilars! Leveraging awareness for a sustainable European market*
Maria Cristina Cinici, Alba Marino, Daniela Baglieri
- EA** *Smart and Green Innovation in Port Authority Management: a pilot study*
Francesco Calza, Marco Ferretti, Marcello Risitano, Alessandra Turi
- EA** *Ethnic Diversity, Recombinant Capabilities and the Generation of Green Technologies*
Alba Marino, Francesco Quatraro
- EA** *Exploring the innovation paths of SMEs to face the COVID-19 crisis: A cluster analysis applied to the Italian context*
Marco Bettiol, Mauro Capestro, Eleonora Di Maria, Stefano Micelli
- FP** *Digital Innovation and Sustainability Capability within SMEs: an empirical study*
Stefano Denicolai, Giovanna Magnani, Antonella Zucchella

15.30-17.30

THURSDAY JUNE 10th



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Conference Tracks: Leveraging intersections in management theory and practice

June 10th
15.30 -17.30

Strategies of platforms, ecosystems, networks and strategic alliances

SESSION CHAIR: Paolo Di Betta, *University of Palermo*

- FP** *Il contributo delle metodologie sistemico-vitali all'analisi degli aspetti socio-tecnici della simbiosi industriale*
Sergio Barile, Francesca Iandolo, Pietro Vito
- EA** *L'ecosistema di innovazione delle città intelligenti attraverso la prospettiva dei sistemi dinamici*
Andrea Caporuscio, Daniele Leone, Maria Cristina Pietronudo, Francesco Schiavone
- EA** *The drivers of Industry 4.0 embeddedness in an innovation ecosystem*
Valentina Forrer, Alessandro Rossi, Erica Santini
- EA** *Exploring The Linkage Between Open Innovation And Organizational Learning: Insights From Exemplary Alliance Case Studies*
Giulio Ferrigno, Nicola Del Sarto, Valentina Cucino, Andrea Piccaluga
- EA** *Towards the platformization of education: an explorative analysis*
Silvia Cosimato, Sergio Barile, Luca Carrubbo, Roberto Vona

June 10th
15.30-17.30

Leading and organising in times of crisis

SESSION CHAIR: Antigoni Papadimitriou, *Johns Hopkins School of Education, Baltimore*

- FP** *Organizational sense-making during pandemic when physical interactions are impossible: A computer-aided text analysis of virtual communication*
Antigoni Papadimitriou, Kevin P. Taylor, Sarah Schiffecker
- EA** *The Impact of Scattered Organisational Images on Employee's Well-being: The moderating Role of Organisational Identification*
Elena Talavera, Escribano, Daniel Dauber
- EA** *Determinants of job pursuit intention and organisational attractiveness in a disaster recovery framework: evidence from the hospitality industry*
Francesco Rizzi, Marina Gigliotti
- EA** *The impact of salesperson's ambidexterity and career stage: a quantitative study*
Marta Giovannetti, Elena Cedrola
- EA** *Entrepreneurship during the Covid-19. The Saudi Arabia Narrative*
Nadir Aliane, Chiara Cannavale, Hassane Gharbi, Iman Zohoorian Nadali

June 10th
15.30 -17.30

Strategies of platforms, ecosystems, networks and strategic alliances

SESSION CHAIR: Charles Hofacker, *Florida State University*

- EA** *University Technology Transfer: Exploring The Role Of Academic Entrepreneur And Emerging Skills In University Spin-Offs*
Mauro Sciarelli, Giovanni Catello Landi, Lorenzo Turriziani
- EA** *Living Labs' key principles: are they always applicable? The Modena Automotive Smart Area case*
Silvia Della Santa, Giulia Tagliazucchi, Gianluca Marchi
- EA** *Hackathon-platform as enablers of a sustainable approach to develop innovative solutions*
Angelo Presenza, Stefano Franco, Antonio Messeni Petruzzelli
- EA** *Forming an Ecosystem through an Incumbent's Strategic Transformation*
Valentina Garbin, Alberto Nucciarelli, Erica Santini
- EA** *Understanding the role of risk capital providers in entrepreneurial ecosystems*
Marco Ferretti, Francesco Calza, Eva Panetti, Annamaria Sabetta

June 10th
15.30 - 17.30

Digital transformation, big data and business analytics

SESSION CHAIR: Stefano Bresciani, *University of Torino*

- EA** *Digitalization in the wine industry during the first COVID-19 lockdown. An Italian survey-based study of consumers and wineries experience*
Sara Pedri, Andrea Bazzani, Leopoldo Trieste, Ugo Faraguna, Giuseppe Turchetti
- FP** *Innovating In The Fourth Industrial Revolution: Disentangling Trends And Trajectories*
Nicola Del Sarto, Valentina Cucino, Giulio Ferrigno, Andrea Paraboschi, Andrea Piccaluga
- EA** *The role of Big Data in the business challenge of Covid-19: a systematic literature review in managerial studies*
Michela Piccarozzi, Barbara Aquilani
- EA** *Does industry change affect strategic, governance, and financial configurations of private hospital providers? A survey of Italian private healthcare organizations*
Alessandra Belfiore, Massimo Aria, Corrado Cuccurullo
- EA** *Strategic management e ruolo dei Big Data: revisione sistematica della letteratura manageriale*
Simone Vona, Daniela Di Berardino



SIMA Thematic group meetings

8.30 - 9.00

- Strategic management and Corporate governance
- Innovation and technology management
- Entrepreneurship
- International business
- Tourism and culture management
- Sustainability
- Small and family business
- Retailing & Service management
- Operations & Supply chain
- Strategic communication
- Marketing

June 11th
9.00 – 11.00

Business Cases (in lingua italiana)

SESSION CHAIR: Marco Frey, *Scuola Sant'Anna*
In collaborazione con Società Italiana di Marketing e Pearson

Il caso Pan di Stelle: da biscotto del Mulino Bianco a universo semantico
Sebastiano Grandi, Chiara Pisano, Daniele Fornari, Edoardo Fornari, Alessandro Iuffmann Ghezzi

Il caso Carlsberg
Fabio Iraldo, Vincenzo Iorio

Il caso Isinnova
Andrea Piccaluga

Il caso Lanificio Leo
Gaetano Macario, Savino Sansovito

Musei d'impresa e factory tour come strum enti di brand experience. Il caso Amaro Lucano
Antonella Garofano, Francesco Izzo, Enrico Bonetti, Barbara Masiello



Conference Tracks: Leveraging intersections in management theory and practice

June 11th
9.00 - 11.00

Strategic entrepreneurship during crises

SESSION CHAIR: Alfonso Vargas, *University of Huelva*

- FP *Michelin-starred chefs' responses to COVID-19 through the lens of the effectuation paradigm*
Angelo Presenza, Marilena Vecco, Tindara Abbate
- FP *Should I stay or should I go? Organizational resilience of Italian SMEs companies during COVID-19 lockdown*
Francesco Calza, Adele Parmentola, Ilaria Tutore
- EA *Covid-19 and distribution channels management: the new challenges for Small Wineries*
Andrea Sabatini, Pier Franco Luigi Fraboni, Valerio Temperini
- EA *A literature review on tourism resilience*
Valentina Della Corte, Giovanna Del Gaudio, Simone Luongo

June 11th
9.00 - 11.00

Risorse per resilienza e innovazione

SESSION CHAIR: Claudio Baccarani, *University of Verona*

- EA *On the Methods of Historical Institutionalism: "Time of work", Collective Action and Cultural Labour Market (in France)*
Francesco Crisci
- FP *La probabilità di automazione delle professioni in Italia*
Mariasole Bannò, Emilia Filippi, Sandro Trento
- FP *Dynamic capabilities e opportunità di innovazione: verso una concettualizzazione dell'antifragilità*
Francesco Polese, Antonio Botti, Paola Castellani, Mara Grimaldi, Orlando Troisi
- FP *Sostenibilità ambientale e diversità di genere nelle imprese quotate. Quale impatto sul paradosso dell'innovazione?*
Maria V. Ciasullo, Raffaella Montera, Alexander Douglas
- EA *Esperienza digitale del board e cambiamento strategico delle imprese: l'integrazione tra Dynamic Managerial Capabilities e Resource Dependence Theory*
Chiara Acciarini, Paolo Boccardelli
- EA *Il ciclo di vita dei settori in convergenza: l'ascesa e il declino del settore dei tablet*
Paolo Calvosa

June 11th
9.00 - 11.00

Uncertainty, innovations and legacies of the Covid-19 pandemic

SESSION CHAIR: Francesco Ciampi, *University of Firenze*

- FP** *The intersection between SMEs' business strategies and unexpected events phases: a systematic literature review*
Gianluca Pusceddu, Ludovica Moi, Francesca Cabiddu
- FP** *Covid-19 and recovery strategies. Some insights from an ongoing exploratory study in the hospitality sector of the historic city centre of Venice*
Michele Tamma, Erica Mingotto
- EA** *Firms, Families, and Local Economy: How Luxury Yacht Firms Are Surviving Covid-19*
Shahab Zare, Alessia Patuelli, Nicola Lattanzi
- EA** *Perceived technological usability in Higher Education Organizations: a pre-test study for a post Covid-19 agenda*
Maria Vincenza Ciasullo, Nicola Capolupo, Emilia Romeo
- EA** *Students' entrepreneurial intentions in the Covid era: Balancing leadership and innovation aptitudes for sustainable entrepreneurship*
Rossella Baratta, Piermatteo Ardolino, Diego Bellini, Serena Cubico, Francesca Simeoni
- EA** *Recognizing opportunities during the crisis: a longitudinal analysis of Italian SMEs during Covid-19 crisis*
Valentina Cucino, Giulio Ferrigno, Andrea Piccaluga
- EA** *Cruising intention during the COVID-19 pandemic*
Sandro Castaldo, Giorgia Profumo, Lara Penco

June 11th
9.00 - 11.00

Business model innovation and sustainability

SESSION CHAIR: Gennaro Iasevoli, *University LUMSA of Roma*

- FP** *The role of cognitive frames towards circular economy practices in SMEs*
Filippo Corsini, Natalia Marzia Gusmerotti, Francesco Testa, Alessandra Borghini
- FP** *Sustainability reporting analysis: the materiality impact on corporate financial performance*
Angeloantonio Russo, Rosamartina Schena
- FP** *The B2B relationship with a quality approach*
Luca Giraldi, Silvia Ceccacci, Elena Cedrola
- EA** *Crowdfunding as a funding tool for the growth of social enterprises*
Antonio Minguzzi, Michele Modena, Stefano Filomeni, Marilena Bredice
- EA** *The role of innovation in tourism industry in times of crisis*
Valentina Della Corte, Giuliana Nevola, Enrico Di Taranto
- EA** *Industry 5.0 and Business model innovation in SMEs: an explorative study on the Role of Competence Centers in Italy*
Beatrice Ietto, Chiara Ancillai, Andrea Sabatini, Gian Luca Gregori, Elias Carayannis

June 11th
9.00 - 11.00

Coopetition, ambidexterity, glocal strategies and paradoxes in management and marketing research

SESSION CHAIR: Valentina Della Corte, *University of Napoli Federico II*

- FP** *Exploitation and exploration within and across the lenses of a stakeholder: the cross-boundary ambidextrous domain*
Angeloantonio Russo, Rosamartina Schena
- FP** *Le decisioni di co-branding: un'analisi sistematica della letteratura e nuovi percorsi di ricerca*
Cinzia Pinello, Pasquale Massimo Picone, Arabella Mocchiari Li Destri
- FP** *Ambidestramento organizzativo, diversità e valori culturali: una review sistematica della letteratura*
Paolo Bernardi
- EA** *The visitors experience in historical urban centers: city tourism and the influence of the environment on the shopping experience*
Fabio Cerroni, Fabiola Sfodera, Alessio di Leo
- EA** *Co-creation of value in Open Innovation: Does coopetition matter?*
Barbara Aquilani, Corrado Gatti, Irene Fulco
- EA** *Il ruolo delle strategie di marketing internazionale nello sviluppo delle smart cities: analisi tematica e indicazioni per gli sviluppi futuri*
Filippo Marchesani, Lea Iaia, Francesca Masciarelli, Michael Christofi

SIMA THEMATIC GROUPS

June 11th
9.00 - 11.00

Retailing & service management

SESSION CHAIRS: Beatrice Luceri *University of Parma*
Elisa Martinelli, *University of Modena Reggio Emilia*

- FP *Mobile Shopping Behaviour: un'analisi bibliometrica*
Cristina Zerbini, Simone Aiolfi, Silvia Bellini, Beatrice Luceri, Donata Tania Vergura
- EA *How store atmosphere affects the purchasing intention of design products: the case of furniture*
Marica Barbaritano, Elisabetta Savelli
- EA *The retail industry in the Covid-19 pandemic: what opportunity from the AR?*
Federica Caboni, Lucia Pizzichini
- EA *La gestione dei punti vendita di street food: nel periodo COVID-19: un'analisi comparata*
Marcello Risitano, Giuseppe La Ragione, Michele Quintano
- EA *Turning Challenges into Opportunities During the Covid-19 Pandemic: Fieldnotes From "People in Retail"*
Francesco Massara, Gioele Zamparo, Michela Cesarina Mason
- EA *Understanding The Shopper Journey For Improving Customer Experience: An Empirical Study In Grocery Retail*
Sandro Castaldo, Monica Grosso

June 11th
9.00 - 11.00

Entrepreneurship

SESSION CHAIR: Antonella Zucchella, *University of Pavia*

- FP *The role of human capital in Italian equity crowdfunding campaigns*
Lorena Maria D'Agostino, Alireza Ilbeigi, Salvatore Torrisi
- EA *The (Ecologically) Biased Entrepreneurial Decision Process: A Review*
Matteo Cristofaro, Federico Giannetti
- EA *Analyzing the signals of academic spin-offs: some insights from Italy*
Ciro Troise, Elena Candelo, Diego Matricano, Mario Sorrentino
- EA *Do what you can, with what you have: Entrepreneurial orientation and bricolage within artistic-artisan firms*
Michela C. Mason, Antonella Garofano, Angelo Riviezzo, Gioele Zamparo, Maria Rosaria Napolitano
- EA *University Spinoff Firms versus Innovative Startups: performance comparison in Italy*
Michele Modena, Francesco Capalbo, Marco Sorrentino, Gabriele Ianiro, Muhammad Fayaz Khan

June 11th
9.00 - 11.00

Small and family business

SESSION CHAIRS: Tiziano Vescovi *Ca' Foscari University of Venice*
Cristina Bettinelli, *University of Bergamo*

- FP *Family businesses responses to uncertainty: leveraging slack resources to build resilience*
Elisa Conz, Antonella Zucchella, Giovanna Magnani
- FP *The role of successors in the Innovation through tradition: first insights from a multiple case stud*
Elena Casprini, Jacopo Cammeo, Niccolo' Fiorini, Tommaso Pucci, Lorenzo Zanni
- FP *Resilient food service entrepreneurs and the Covid-19 pandemic*
Elisa Martinelli, Francesca De Canio, Giuseppe Nardin
- FP *The Intersection of Spirituality and Succession in Family Firms: A Systematic Literature Review and Research Agenda*
Aiza Asi, Michela Floris, Giuseppe Argiolas
- EA *Family Firms Brand Importance: The Role of Family Identification with the Firm*
Paola Rovelli, Carlotta Benedetti, Andrea Fronzetti Colladon, Alfredo De Massis
- EA *Family ownership concentration and FDI location choice: a bifurcation bias approach*
Fabio Quarato, Claudia Pongelli, Andrea Calabro', Donatella Depperu, Guido Corbetta
- EA *Family firm branding: A bibliometric analysis and research agenda*
Sonia M. Strano, Vincenzo Pisano, Marco Galvagno

SIMA THEMATIC GROUP WITH SPECIAL TRACK

June 11th
9.00 - 11.00

Special Track Innovation and technology management in collaboration with Cinet

SESSION CHAIRS: Maria Colurcio, *University Magna Graecia of Catanzaro*
Luca Gastaldi, *Politecnico di Milano School of Management*

- EA *Investigating determinants of blockchain adoption*
Mauro Sciarelli, Mario Tani, Francesco Caputo, Anna Prisco, Valerio Muto
- EA *Digital-health system and patient engagement: a literature review*
Stefania Mele, Filomena Izzo
- FP *Digitalization as an enabler of multi-lever internationalization of firms*
Anna D'Auria, Marco Tregua, Alessandra De Chiara
- FP *Students' perception of virtual classrooms: looking for the missing factors*
Ambra Altimari, Angela Caridà
- EA *L'impatto del "Green Manufacturing" sulla performance economica*
Viviana D'Angelo, Francesco Cappa, Enzo Peruffo

SPECIAL JOINT TRACKS

June 11th
9.00 - 11.00

Special Track CROSS-CULTURAL MANAGEMENT In collaboration with IACCM

SESSION CHAIRS: Chiara Cannavale, *University of Napoli Parthenope*
Marie Therese Claes, *Louvain School of Management*

- FP** *The impact of Country of Origin in the cosmetic industry in relation to products from different countries and cultural backgrounds: a literature review*
Raffaele Cecere
- FP** *Explorative and Exploitative Innovation in cross border R&D Alliances – Organizational Antecedents of Ambidexterity in Dutch and German SME's in a Interreg funding region*
Senem Yazici, Erwin Altena
- EA** *Does culture matter for Social Innovation? Investigating the role of national culture for the generation of social innovation*
Chiara Cannavale, Lorenza Claudio, Michele Simoni
- EA** *Exploring social media engagement in cross-cultural perspective: a systematic literature review*
Mariapina Trunfio, Simona Rossi



SIMA THEMATIC GROUPS

June 11th
14.00 - 15.30

Marketing

SESSION CHAIR: Alberto Pastore, *Sapienza University of Roma*

- FP *Explaining the relationship between product authenticity and consumers' willingness to pay: what is the role of product traceability?*
Veronica Marozzo, Alfonso Vargas-Sánchez, Tindara Abbate, Augusto D'amico
- EA *What do we really know about market system dynamics? A comprehensive literature review*
Federico Mangiò, Gabriele Murtas, Giuseppe Pedeliento, Daniela Andreini, Cristina Bettinelli
- EA *Psychometric profiling and purchase behaviour during COVID-19 first lockdown. An Italian study*
Antonio Falco, Emanuele Bombardini, Andrea Bazzani, Leopoldo Trieste, Simone Bruno, Paolo Frumento, Ugo Faraguna, Giuseppe Turchetti
- EA *Digital Ethnography And Text Mining: An Intersectorial Quali-Quantitative Method To Leverage Marketing And Management Studies*
Monica Faraoni, Silvia Ranfagni
- EA *Non chiamatele solo agenzie digitali! Un'analisi empirica sui "nuovi attori" della comunicazione*
Federica Ceccotti, Maria Vernuccio

June 11th
14.00 - 15.30

Sustainability

SESSION CHAIR: Lara Penco, *University of Genova*

- FP *Decommissioning of offshore platform: an empirical analysis in the Italian Oil & Gas industry*
Nunzia Capobianco, Vincenzo Basile, Francesca Loia, Roberto Vona
- FP *The Analytical assessment of the Relationship Between Technological Aspects of Circular Economy and Smart Sustainable Cities*
Vincenzo Formisano, Enrica Iannucci, Maria Fedele, Aysan Bashirpour Bonab
- EA *How To Turn Circular Economy Into An Asset? On The Role Of Stakeholders' Partnerships*
Chiara De Bernardi, Marco Frey
- EA *Tobin's Q and ESG Score in the Banking Industry: Are There Differences Among Banks?*
Sebastian Pusceddu, Corrado Gatti

SPECIAL JOINT TRACK

June 11th
14.00 - 15.30

Special track Humanistic management and tourism in collaboration with IHMA

SESSION CHAIRS: Maria Della Lucia, *University of Trento* - Ernestina Giudici, *University of Cagliari*
Michael Pirson, *Fordham University, New York*

- EA *Humanistic Tourism: a new disciplinary perspective on tourism management*
Maria Della Lucia, Ernestina Giudici, Frédéric Dimanche
- EA *Turismo Sostenibile e Humane Entrepreneurship: il caso dell'Albergo Diffuso*
Rosangela Feola, Antonella Monda, Chiara Crudele, Ricky Celenta, Antonio Botti, Roberto Parente
- EA *A new Capacity Building model for entrepreneurs: "Win-Win UNESCO Experience"*
Monica Basile
- EA *Humanistic education: An analysis of students' attitudes towards sustainable ski tourism*
Anna Irimias, Serena Volo



Conference Tracks: Leveraging intersections in management theory and practice

June 11th
14.00 - 15.30

Business ethics, hybrid organizations and social innovation

SESSION CHAIRS: Laura Michellini, *University LUMSA of Roma*
Federico Brunetti, *University of Verona*

- EA *Strategic Management Tools to Analyze the Business of Smuggling Migrants*
Carlo Amenta, Paolo Di Betta, Calogero "Gery" Ferrara
- EA *Purpose-driven Companies for Common Good: Managerial Characteristics and Dynamics*
Gianluca Gionfriddo, Valentina Cucino, Andrea Piccaluga.
- EA *Is Social Entrepreneurship the Vaccine against Exogenous Shocks for Non-Profit Organisations?*
Alberto Nucciarelli, Erica Santini
- EA *Sustainability-oriented digital platform e impatto sociale: il ruolo delle collaborazioni intersettoriali*
Laura Michellini, Nikolay Dentchev, Gennaro Iasevoli, Costanza Nosi
- FP *Sustainability practices of family firms*
Ivan Miroshnychenko, Alfredo De Massis

June 11th
14.00 - 15.30

Il contributo del management a un mondo più sostenibile

SESSION CHAIR: Umberto Martini, *University of Trento*

- FP *Innovazioni ambientali e sviluppo sostenibile: Il ruolo delle imprese familiari*
Mariasole Bannò, Marco Traversi, Sandro Trento, Valentina Rigo
- EA *Il territorio di origine come elemento differenziante la qualità del prodotto biologico*
Giulia Borioni
- EA *Riutilizzo efficace di rifiuti casalinghi: sinergie per rinnovare edifici in contesti sociali svantaggiati*
Marco Traversi, Mariasole Bannò, Erika Mancuso
- EA *Innovazione nel mondo del caffè monoporzionato*
Gabriella Cerchiara, Giampietro Fuda
- EA *The evolution of food recovery: a bibliometric analysis*
Alberto Morgante

June 11th
14.00 - 15.30

Heterogeneity in management inquiry

SESSION CHAIR: Daniele Dalli, *University of Pisa*

- EA *Archetipi della strategia digitale d'impresa: una tassonomia di riferimento*
Anna Minà, Alberto Costa, Giovanni, Battista Dagnino
- EA *Publish or perish: a co-authorship analysis of management scholars in Italy*
Francesco Capone, Luciana Lazzeretti
- EA *Balancing theory and practice: a review of the state of PLS-SEM research by the community of Italian management scholars*
Francesca Magno, Fabio Cassia
- EA *Risks in Family Firms: A Review of the Literature*
Marco Mismetti, Andrea Sangermano, Cristina Bettinelli

June 11th
14.00 - 15.30

Stakeholders, public engagement and agenda 2030

SESSION CHAIRS: Elisa Giuliani, *University of Pisa*

- EA *Entrepreneurial university and entrepreneurship labs: Insights from a European experience*
Nadia Di Paola, Olimpia Meglio, Roberto Vona
- EA *Citizen Science e Big Data: opportunità e sfide del coinvolgimento dei cittadini nei progetti di ricerca*
Francesco Cappa, Stefano Franco, Fernando Borelli
- EA *Intersection between public engagement management and social sustainability: the "soft" and "hard" approaches to widening engagement in sustainable Higher Education*
Letizia Lo Presti, Giulio Maggiore, Vittoria Marino, Riccardo Resciniti, Veronica Capone
- EA *Sanità Privata: CSR, D&I & Trust*
Marianna Cavazza, Laura Giudice, Erika Mallarini, Luigi Preti, Valeria Rappini
- EA *"Stakeholder engagement and Social Innovation. An Analysis of the network created by "GAL Terra è Vita"*
Mario Tani, Gianpaolo Basile, Maria Antonella Ferri, Andrea Mazzitelli

June 11th
14.00 - 15.30

Equality, diversity, inclusivity and respect in management practice

SESSION CHAIR: Alfonso Siano, *University of Salerno*

- FP *Gender diversity on corporate boards: , When raising the voice is not enough*
Sara De Masi, Agnieszka Słomka-Golębiowska, Andrea Paci
- FP *Accessibilità e inclusione sociale: un'indagine empirica sull'adozione del W3C nei corporate website*
Francesca Conte, Carla Coppola, Domenico Sardanelli, Agostino Vollero, Alfonso Siano
- EA *Contesto Istituzionale, donne e imprese familiari: una verifica empirica sull'Italia*
Mariasole Bannò, Giorgia Maria D'Allura
- EA *Social inclusion in museums and visual disabilities: The State Tactile Museum Omero of Ancona*
Martina Pellacani, Maria Della Lucia

June 11th
14.00 - 15.30

Artificial intelligence, internet-of-things and blockchain and their impact on management

SESSION CHAIR: Marcello Mariani, *University of Bologna - University of Reading (UK)*

- FP *Biases and trust in data-driven decision-making: insights from ethnographic research"*
Maryia Zaitsava, Elona Marku, Maria Chiara Di Guardo
- FP *Know what you eat: exploring food purchase decisions through TAM model on Blockchain. An Italian case study*
Annunziata Tarulli, Francesco Manta, Domenico Morrone, Pierluigi Toma
- EA *How do employees support a new technology initiative? The role of Anthropomorphism and Legitimacy 4.0*
Anna Marrucci, Cristiano Ciappei, Lamberto Zollo, Riccardo Rialti
- EA *Are you talking to me? Exploring customer's use of Artificially Intelligent Virtual Assistants*
Alessandro Bigi, Michelle Bonera, Theresa Eriksson
- EA *Benefici e rischi nell'interazione con gli assistenti vocali. Un'indagine esplorativa in Italia*
Michela Patrizi, Maria Vernuccio, Alberto Pastore

GAMING SESSION

Special track Cross Cultural Management

June 11th
14.00 - 15.30

Dismantling Toxic Masculinity through Gamification
by George F. Simons

SESSION COORDINATOR: Chiara Cannavale, *University of Napoli Parthenope*

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