



## **Sinergie-SIMA 2018 Conference**

# **Transformative business strategies and new patterns for value creation**

*Ca' Foscari University, Venice*  
*Department of Management*  
**San Giobbe, Cannaregio 873, 30121 Venice, Italy**

*14-15 June 2018*

## **PROGRAMME**



## Sinergie-SIMA 2018 Conference

# Transformative business strategies and new patterns for value creation

*Ca' Foscari University, Venice*  
*Department of Management*  
San Giobbe, Cannaregio 873, 30121 Venice, Italy

*14-15 June 2018*

## PROGRAMME

**sinergie**  
italian journal of management

*Sinergie, Italian Journal of Management* (formerly *Sinergie, rivista di studi e ricerche*) is a peer-reviewed scholarly publication focusing on the main trends in management, corporate governance and sustainable development. The Journal is published by the Fondazione CUEIM that is at the service of the creation and dissemination of managerial culture.

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Società Italiana di  
**MANAGEMENT**

The *Società Italiana di Management* (or **SIMA**) is the Scientific Society of Italian professors of management. Established in 2013, it has about 500 members. Its goals are various: academically, Sima aims to spread and represent this discipline, defending it in its institutional field of reference; economically or socially, Sima aims to promote the development and growth of the managerial and entrepreneurial culture (*societamanagement.it*).

## Thursday 14<sup>th</sup> June 2018

- 9.30 *Conference Scientific Committee Meeting* (room 8B)
- 10.30 *Sinergie Italian Journal of Management Referees' Meeting* (room 9A)
- 10.30 *Opening of the registration desk*
- 11.15 *Tips for publishing* (room 9A)  
Charles Hofacker, *Florida State University*
- 12.30 *Meet the Editors* (1<sup>st</sup> session - room 9A)  
Andrea Piccaluga, *R&D Management Journal*  
Alberto Pastore, *ISAMS Book series*
- 13.00 *Light lunch*
- 14.00 **Plenary session** (Aula Magna)  
Chair: Tiziano Vescovi, *Ca' Foscari University*
- Welcoming addresses**  
Michele Bugliesi, *Rector of Ca' Foscari University*  
Gaetano Zilio Grandi, *Director of Depart. of Management, Ca' Foscari University*
- Opening of the conference**  
Gaetano M. Golinelli and Claudio Baccarani, *Editors in chief of Sinergie Italian Journal of Management*  
Alberto Pastore, *President of SIMA*
- Addresses of the scientific societies AIDEA and SIM**  
Gaetano Aiello, *President of AIDEA*  
Riccardo Resciniti, *President of SIM*
- 14.30 **NUOVI MODELLI DI BUSINESS NEL CAPITALISMO GLOBALE DELLA CONOSCENZA IN RETE**  
Enzo Rullani, *Venice International University*
- 15.00 **SOSTENIBILITÀ, FELICITÀ, NET PRESENT VALUE E DINTORNI**  
Andrea Illy, *President of illycaffè*
- 15.45 *Parallel and thematic sessions*
- 17.45 *Closing of parallel and thematic sessions*
- 18.00 *SIMA General Assembly*
- Ongoing coffee break for the whole afternoon*
- 21.00 **Gala Dinner**  
at Casinò di Venezia, Canareggio 2040, strada Nuova  
The casino requires *business dress code*

## Friday 15<sup>th</sup> June 2018

9.00 *Parallel and thematic sessions*

11.45 **Plenary session** (Aula Magna)

### **SOFTWARE IS EATING THE WORLD**

Charles Hofacher, *Florida State University*

### **Meeting with firms**

Paolo Braguzzi, AD Davines and Paolo Di Cesare, founder Nativa, discuss with Claudio Baccarani about

### **LA BENEFIT CORPORATION: NUOVA FORMA DI CREAZIONE DI VALORE CONDIVISO**

13.00 **Best Referee Award**

Marta Ugolini, *Associate Editor of Sinergie Italian Journal of Management, University of Verona*

### **Best & Selected Papers Awards**

### **Best Extended Abstracts Awards**

presented by the Conference Scientific Committee

### **Announcement of the 2019 Conference**

*Ongoing coffee break for the whole morning*

13.30 *Light lunch*

14.15 **Meet the Editors** (2<sup>nd</sup> session - Aula Magna)

Manlio del Giudice, *Journal of Knowledge Management*

Federico Brunetti, *Sinergie Italian Journal of Management*

15.30 *Conference closes*

CASUAL DRESS CODE DURING THE CONFERENCE

THE CASINO REQUIRES *BUSINESS DRESS CODE* FOR THE GALA DINNER

Conference  
parallel  
session

**Track - Marketing strategies to create customer value**

**(ENG)**

**Session chair: Jacques Martin**

**Room: 7B**

*Attributes ensuring positive consumer evaluation in brand extension of Pakistan*

MALIK SHAHZAD SHABBIR

(FP)

*The desiderata and the reality of patient empowerment: a tale of two strategies*

ROCCO PALUMBO, PAOLA ADINOLFI, CARMELA ANNARUMMA, ROSALBA MANNA,  
GABRIELLA PISCOPO

(FP)

*Brand identity in the wine industry:*

*an exploratory multiple case study on long lasting family firms*

ELISA CONZ, GIOVANNA MAGNANI

(EA)

*Niche marketing: an exploration from the perspective of tourism businesses*

ALBERTO MATTIACCI, ATTILIO BRUNI, FRANCESCA MAGNO, FABIO CASSIA

(EA)

*From traditional customer segmentation to buyer personas:  
new strategies to create customer value*

GIORGIA SEPE, AUDUR HERMANNSDOTTIR, BIRGIT HAGEN, ANTONELLA CARCAGNÌ

(EA)

*Assessing the tourist experience through online reviews communication styles*

MARCO PICHIERRI, GIOVANNI PINO, GIANLUIGI GUIDO

(EA)

SIMA  
thematic  
session

**Track - Sustainability**

**(ENG/ITA)**

**Session chair: Marco Frey**

**Room: 8B**

*Sustainability in footwear industry: a big data analysis*

FRANCESCO POLESE, MARIA VINCENZA CIASULLO, ORLANDO TROISI, GENNARO MAIONE

(FP)

*Restaurant sustainability: an exploratory study on client's food waste composition,  
motivation, habits and doggy bag adoption*

LUDOVICA PRINCIPATO, LUCA SECONDI

(EA)

*Sustainable business models in services: multiple case study in yacht tourism*

CINZIA BATTISTELLA, MARIA ROSITA CAGNINA, LUCIA CICERO, NADIA PREGHENELLA

(EA)

*Scelte strategiche e pratiche ambientali nelle PMI alberghiere.*

*Verso un nuovo modello di business sostenibile*

FEDERICA BUFFA, MARIANGELA FRANCH, UMBERTO MARTINI, ALESSIO TAMANINI

(FP)

*L'economia circolare come opportunità di business?*

*Un'indagine esplorativa sulle imprese italiane*

ANGELO DI GREGORIO, MARCO FREY, FRANCESCA CERUTI, LAURA GAVINELLI

(EA)

*Stakeholder engagement nelle pratiche di sostenibilità aziendale.*

*Un'indagine empirica condotta attraverso i corporate website*

FRANCESCA CONTE, AGOSTINO VOLLERO, ALFONSO SIANO, CLAUDIA COVUCCI

(EA)

SIMA  
thematic  
session**Track - Innovation and technology management****(ENG/ITA)****Session chair: *Arabella Mocciaro Li Destri*****Room: 9A***When do modular dominant designs emerge? A theoretical framework*

(FP)

ANNA CABIGIOSU

*Strategic management and industry 4.0.**An exploratory study through a manufacturing case study*

(EA)

ANDREA CHIARINI, VALERIA BELVEDERE

*Internal and external perspectives on user innovation: what was left behind?*

(EA)

KHATEREH GHASEMZADEH, GUIDO BORTOLUZZI

*I modelli formali ed informali di trasferimento tecnologico:**il caso del packaging campano*

(EA)

ROBERTO PARENTE, ROSANGELA FEOLA, VALENTINA CUCINO, MASSIMILIANO VESCI,  
CHIARA CRUDELE, ANTONIO BOTTI, VALTER RASSEGA*Know who e know how: il ruolo degli intermediari per lo sviluppo di nuovi prodotti*

(EA)

GIUSEPPE CAPPIELLO

*Un modello di supporto alle decisioni territoriali  
tra analisi dei "sentiment" e consonanza sistemica*

(FP)

SERGIO BARILE, IRENE FULCO, FRANCESCA LOIA, PIETRO VITO

SIMA  
thematic  
session**Track - Retailing and Service Management****(ENG)****Session chair: *Sandro Castaldo*****Room: 9B***Effective service recovery after privacy failure*

(EA)

FRANCESCA NEGRI, MARCO IEVA

*The strategic evolution of fashion flagship stores*

(EA)

EDOARDO SABBADIN, SIMONE AIOLFI

*Retail channels evolution in the car industry:  
early findings from the Volvo car 'Studio' experience*

(EA)

LUCIA PIZZICHINI

*Multichannel integration, physical distance and consumers' online purchase intention*

(EA)

MICHELA MATARAZZO, RICCARDO RESCINITI, FEDERICA DE VANNA

*Comparing business models in the grocery retailing industry:  
a conceptual framework proposal*

(EA)

LUIGI CANTONE, VINCENZO BASILE, PIERPAOLO TESTA

*Consumers' privacy concern, trust and the trap of willingness to share information*

(EA)

SANDRO CASTALDO, MONICA GROSSO

SIMA  
thematic  
session

### Track - Entrepreneurship

(ENG/ITA)

Session chair: **Laura Costanzo**

Room: 9C

*The role of the entrepreneurial university in fostering women entrepreneurship: a cross-cultural study*

(EA)

MARIA CARMEN LAUDANO, LAMBERTO ZOLLO, CRISTIANO CIAPPEI, VINCENZO ZAMPI

*Entrepreneurship across cultures. A BR approach*

(EA)

CHIARA CANNAVALE, IMAN ZOHOORIAN NADALI

*Antecedents and consequences of work-family conflicts:*

*Italian women entrepreneurs' experiences*

(EA)

SARA POGGESI, MICHELA MARI, LUISA DE VITA

*Entrepreneurial ecosystems: a qualitative comparative analysis (QCA) of their similarities and differences around the world*

(EA)

MARIA CRISTINA CINICI, ANTONIO CRUPI, DANIELA BAGLIERI

*The impact of market orientation on research-based spin off performance: emerging issues from an exploratory study*

(EA)

NICOLETTA BURATTI, LUCA PERSICO, GIORGIA PROFUMO

*Il ruolo coesivo della passione imprenditoriale: nuove prospettive teoriche e risultati emergenti da un'analisi esplorativa*

(EA)

ANDREA RUNFOLA, SILVIA RANFAGNI

SIMA  
thematic  
session

### Track - International business

(ENG/ITA)

Session chair: *Michela Matarazzo*

Room: 10A

*A study on the causal-effect relationship linking the financial crisis, international trade and the failures rate in the Italian iron kitchenware industry*

(EA)

MARIA GARBELLI

*Le determinanti del "made in Sicily":*

*prime evidenze di un'indagine empirica internazionale*

(EA)

SONIA C. GIACCONE, ROSARIO FARACI, GRAZIANA MICALIZZI

*Fattori di competitività per le imprese distrettuali nell'economia globalizzata*

(EA)

FABIO MUSSO, BARBARA FRANCONI

*Il modello della Tripla Elica e le determinanti delle intenzioni imprenditoriali nei giovani ricercatori: un confronto internazionale*

(EA)

ROBERTO PARENTE, ROSANGELA FEOLA, VALENTINA CUCINO, MASSIMILIANO VESCI, CHIARA CRUDELE, ANTONIO BOTTI, VALTER RASSEGA

*Innovation strategy of McDonald business from historical perspectives*

(EA)

MALIK SHAHZAD SHABBIR



SIMA  
thematic  
session

## Track - Marketing & communication

(ITA)

Session chair: *Alberto Mattiacci*

Room: 10B

*Opportunità e limiti nell'utilizzo del sito web in chiave esperienziale nel contesto dei centri commerciali*

(EA)

MARCO CIOPPI, ILARIA CURINA, TONINO PENCARELLI, ELISABETTA SAVELLI

*Ad ogni navigante il suo porto: la segmentazione nei marina*

(EA)

CLARA BENEVOLO, RICCARDO SPINELLI

*Misurare la creazione di valore attraverso i social network digitali*

(EA)

STEFANIA ROMENTI, GRAZIA MURTARELLI

*Content marketing e brand journalism: un'analisi esplorativa sull'uso di contenuti editoriali per sviluppare la corporate reputation*

(EA)

CARLO ALBERTO PRATESI, LUDOVICA PRINCIPATO, DIOMIRA CENNAMO, GERMANA RUSSO

*I millennials italiani e le nuove in-store technologies.*

*Un'indagine esplorativa nel fast fashion*

(EA)

MARCO VALERIO ROSSI, MARIA VERNUCCIO, ALBERTO PASTORE

*I fattori di scelta dei servizi professionali:*

*il punto di vista delle imprese e delle società di consulenza*

(EA)

TONINO PENCARELLI, LINDA GABBIANELLI

*L'influenza della componente enogastronomica sul comportamento di viaggio degli italiani*

(EA)

ROBERTA GARIBALDI, ANDREA POZZI

Conference  
parallel  
session

## Track - Strategy between theory and practice

(ENG/ITA)

Session chair: *Roberto Vona*

Room: 10C

*A new perspective on factors influencing the development of dynamic capabilities*

(FP)

PREM SAGAR MENGHWAR, ANTONIO DAOOD

*Factors influencing the creative process and culinary innovation.*

*Highlights from Michelin-Rated Chefs*

(FP)

TINDARA ABBATE, ANGELO PRESENZA, FABRIZIO CESARONI, MARTA MELEDDU, LORN SHEEHAN

*Merging strategic and behavioural perspectives on corporate responses to climate change. An empirical analysis of institutional and individual drivers of climate action in the Italian manufacturing industry*

(EA)

NICCOLÒ MARIA TODARO, FRANCESCO TESTA, TIBERIO DADDI, FABIO IRALDO

*Technology-driven store format: from impact on practice to impact on theory*

(EA)

VIRGINIA VANNUCCI, GAETANO AIELLO

*Cresciute in fretta. Organizzazioni a rapida crescita: verso la creazione di un approccio analitico "ad hoc"*

(EA)

LEONARDO POMPA, FULVIO FORTEZZA, GIOVANNI MASINO

*La logica esperienziale applicata alle strategie del comparto fieristico: una review della letteratura*

(EA)

TONINO PENCARELLI, MARCO CIOPPI, ILARIA CURINA, FABIO FORLANI

SIMA  
thematic  
session

## Track - Strategic management & corporate governance

(ENG)

Session chair: *Carmela Elita Schillaci*

Room: Magna

*Le euristiche nei processi decisionali delle nuove imprese*

(EA)

GIANNI LORENZONI

*Anticorruption, risk management and governance. Features of a triple relationship*

(EA)

IRENE BUZZI, CLAUDIO NASSISI

*New models of football governance: fan-ownership in UK and Italy*

(EA)

DANIEL TORCHIA, ANNA CLAUDIA PELLICELLI

*Academic spin-offs' team composition: a hypothesis of non-linear relationship between team heterogeneity and growth performance*

(EA)

GIULIA TAGLIAZUCCHI, GIANLUCA MARCHI, BERNARDO BALBONI

*The parent university influence over academic spin-offs: the case of four universities in Milan*

(EA)

ALESSANDRO BARONCELLI, MATTEO LANDONI

*Una reinterpretazione della corporate governance alla luce della tecnologia blockchain: nuove prospettive*

(EA)

SALVATORE ESPOSITO DE FALCO, NICOLA CUCARI

Conference  
parallel  
session

## Track - Strategia tra teoria e pratica

(ITA)

Session chair: *Francesco Calza*

Room: Saraceno

*Il rightshoring e le strategie di localizzazione delle attività delle imprese.*

*Alcuni casi a confronto*

(EA)

ALESSANDRO BARONCELLI, VALERIA BELVEDERE, LUIGI SERIO

*Disastri naturali e resilienza d'impresa: uno studio applicativo nel retail*

(FP)

ELISA MARTINELLI, GIULIA TAGLIAZUCCHI

*Capitale sociale, teoria cognitiva sociale e processi di knowledge sharing in network di impresa*

(FP)

MONICA FAIT, PAOLA SCORRANO, FEDERICA CAVALLO, LEA IAIA, AURORA FONSECA

*Ambidexterity e performance management.*

*Un'evidenza empirica di implementazione della strategia aziendale*

(EA)

DANIELE BINCI, CORRADO CERRUTI, STEFANO ANTONIO DONNARUMMA,  
PIERLUIGI PALMIGIANI

*Performance d'impresa e nuovi strumenti per una gestione sistemica del rischio*

(EA)

SERGIO SALOMONE, SAVINO SANTOVITO, MARIO SCICUTELLA

Conference  
parallel  
session

**Track - Business strategies for a better world**

**(ENG)**

**Session chair: *Tiziano Vescovi***

**Room: Volpato**

*Enhancing impact evaluation systems to support strategic decision making and value creation processes in social enterprises*

(FP)

VALENTINA CASTELLO, PAOLA OLIMPIA ACHARD, ANTONINA DI BERARDINO

*Resources slack for social entrepreneurship: the genesis of social and strategic growth options*

(EA)

BEATRICE ORLANDO, ANTONIO RENZI, GIANLUCA VAGNANI, CRAIG WATTERS

*CSR and organizational culture: the competitive advantage of organizations*

(EA)

MARCELA LEPORE

*CSR strategy in the Internet era*

(EA)

PAOLO POPOLI

*Enhancing entrepreneurship for social change in the Euro-Mediterranean Region: Evidence from the UNIDO e4SC program*

(EA)

MICHAEL SHERIFF, MORENO MUFFATTO

*Ethics perceived in IMIs socially responsible investments (SRIs): some findings and perspectives on UK and Italian Asset Management companies*

(EA)

MAURO SCIARELLI, MARIO TANI, CATELLO GIOVANNI LANDI, LORENZO TURRIZIANI

NOTES

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Conference  
parallel  
session

**Track - Decision support systems, networks and strategy**

**(ENG/ITA)**

**Session chair: Donata Vianelli**

**Room: 7B**

*Big data sources for green strategy implementation*

FRANCESCO CALZA, ADELE PARMENTOLA, ILARIA TUTORE

(FP)

*Entrepreneurship in innovative artistic production. Insights from the Italian context*

MARTHA FRIEL, ANGELO MIGLIETTA, GIOVANNA SEGRE

(FP)

*The dark side of big data: a new framework to understand and manage risks*

SINEAD RODEN, FENG LI, ALBERTO NUCCIARELLI

(EA)

*On the effectiveness of dynamic pricing strategies*

GRAZIANO ABRATE, JUAN LUIS NICOLAU, GIAMPAOLO VIGLIA

(EA)

*3D printing and the impact on global value chains re-configurations*

STEFANO DENICOLAI, GIOVANNA MAGNANI, ANTONELLA ZUCHELLA

(EA)

*Il lato "Humane" dell'entrepreneurship: un nuovo modello per una nuova prospettiva*

ROBERTO PARENTE, ROSANGELA FEOLA, VALENTINA CUCINO, MASSIMILIANO VESCI,  
CHIARA CRUDELE, ANTONIO BOTTI, VALTER RASSEGA

(EA)

*Network inter-impresa ed opportunità imprenditoriali: il ruolo dei legami deboli e forti nella formazione e nello sfruttamento delle opportunità imprenditoriali*

GIOVANNI BATTISTA DAGNINO, GABRIELLA LEVANTI, ARABELLA MOCCIARO LI DESTRI

(EA)

*L'orientamento strategico delle Università. Verso una accountability "integrata"*

STEFANIA DI CARLO

(EA)

Conference  
parallel  
session

**Track - Crowdfunding as a new business model**

**(ENG/ITA)**

**Session chair: Umberto Martini**

**Room: 8B**

*It's not what you say, it's how you say it: avoiding uncertainty in crowdfunding pitch*

FRANCESCA DI PIETRO, FRANCESCA MASCIARELLI

(FP)

*Equity crowdfunding: investigating the role of entrepreneurial quality in affecting the success of the campaigns*

CIRO TROISE, ELENA CANDELO, MARIO SORRENTINO

(EA)

*The influence of crowdsourcing in business decision-making: a risky shift?*

ALESSIO SARTORE

(EA)

*Linguistic style of crowdfunding pitches:*

*How does displayed narcissism influence crowdfunding success?*

SIMONA LEONELLI, FRANCESCA DI PIETRO, FRANCESCA MASCIARELLI

(EA)

*Il crowdfunding e le variabili predittive di successo: il caso Kickstarter*

FRANCESCO CAPPÀ, RICCARDO MAIOLINI, MARIA ISABELLA LEONE, MICHELE PINELLI,  
LORENZO RABBIA

(EA)

*L'influenza del linguaggio in una campagna di finanziamento di crowdfunding*

RICCARDO MAIOLINI, FRANCESCO CAPPÀ, MARIA ISABELLA LEONE, MICHELE PINELLI,  
GIULIA BEDI

(EA)

*The private equity model of value creation through innovation financing*

ANNA GERVASONI, ALESSIA MUZIO, ANDREA ODILLE BOSIO, MARIA TERESA DI GRADO

(EA)

SIMA  
thematic  
session

## Track - Tourism and culture management

(ENG/ITA)

Session chair: *Tonino Pencarelli*

Room: 9A

### *How to rise above the crowd?*

#### *The promotion of an unknown destination in the tourism market*

(FP)

ANGELO PRESENZA, GIAN LUCA CASALI, CARLO MARI, MICHELE MODINA

### *Digitalization of value creation and value appropriation:*

#### *the travel & tourism industry case*

(EA)

CHIARA ACCIARINI, PAOLO BOCCARDELLI

### *Chinese tourism in Europe: the determinants of destination competitiveness*

(EA)

ANTONIO USAI, FRANCISCO MONTES, DANIELE PORCHEDDU, MANLIO DEL GIUDICE

### *Masters of branding in Italian museums: not only a matter of masterpieces*

(EA)

ANNAMARIA ESPOSITO, ANGELA BESANA

### *Intercultural sensitivity in tourism and hospitality - strategies for value creation*

(EA)

ANNA IRIMIÁS, MARIANGELA FRANCH

### *Dinamiche co-evolutive nel turismo: Il Caso “Convenzione delle Alpi”*

(EA)

LUNA LEONI, MATTEO CRISTOFARO, SILVIA BAIOTTO

### *Tutela e valorizzazione del patrimonio culturale. Il caso Forum Sempronii*

(EA)

EMANUELA CONTI, LAURA BARATIN, TONINO PENCARELLI

SIMA  
thematic  
session

## Track - Small and family business

(ENG)

Session chair: *Andrea Tracogna*

Room: 9B

### *Modes of organizational learning in entrepreneurial firms:*

#### *lessons from the Open Factory network*

(FP)

FEDERICO BRUNETTI, ANGELO BONFANTI, PAOLA CASTELLANI, ELENA GIARETTA

### *Financial disclosure: an empirical analysis of SMEs listed on AIM Italia*

(FP)

ANDREA QUINTILIANI

### *A social enterprise in Gomorrah-land: a tale of radical cultural entrepreneurship and social innovation management*

(EA)

LILIA GIUGNI, NEIL STOTT, ROBERTO VONA

### *Innovative family startups for value creation*

(FP)

MELITA NICOTRA, CARMELA ELITA SCHILLACI, MARCO ROMANO

### *How do initial set-up impacts on SMEs' entrepreneurial behaviour:*

#### *couple-founders versus lone-founders in Chinese family businesses*

(EA)

SHIHANG SU, LAURA A COSTANZO, KNUT LANGE

### *Emotions, appraisals and entrepreneurial decision-making:*

#### *evidence from Chinese family businesses*

(EA)

SHIHANG SU, LAURA A COSTANZO, KNUT LANGE

### *The global market scope/export performance relationship in family SMEs: An analysis*

#### *of the moderating effect of external managers and external capital in five European regions*

(EA)

ALFREDO D'ANGELO, ANTONIO MAJOCCHI, MARIA CRISTINA SESTU

Conference  
parallel  
session

## Track - La prospettiva del consumatore al valore

(ENG/ITA)

Session chair: *Gennaro Iasevoli*

Room: 9C

*Exploring creative brands' digital storytelling impact on successful "self-portraits":*

*A case study in Italian furniture brands*

(FP)

YUHONG ZHOU, JIE ZHANG, ROMANA ANDÒ

*Alterazione dei dati e intenzione d'acquisto: il ruolo dell'immagine di marca e dell'autostima*

(FP)

GIUSEPPE BERTOLI, BRUNO BUSACCA, ALESSANDRO CALZETTI

*La segmentazione della marca del distributore "premium": la valutazione dei consumatori in relazione ai fattori di scelta*

(EA)

GUIDO CRISTINI, CRISTINA ZERBINI

*Discovering mobile instant messaging in the business: technology acceptance model and customer perceived value on satisfaction and CRM performance*

(EA)

VITTORIA MARINO, LETIZIA LO PRESTI

*ViviSmart. Analisi dell'efficacia di una campagna educativa sul comportamento di consumo alimentare e lo stile di vita dei bambini*

(EA)

COSTANZA NOSI, ANTONELLA D'AGOSTINO, CARLO ALBERTO PRATESI

*Exploring the critical incident technique as a method for the analysis of online customer reviews*

(EA)

EDWARD BOON, LAURA BOUGARY, ALESSANDRO BIGI, MICHELLE BONERA

*Narrare il patrimonio storico e culturale dell'impresa per creare valore.*

*Una proposta di definizione dell'heritage marketing-mix*

(EA)

MARIA ROSARIA NAPOLITANO, ANGELO RIVIEZZO, ANTONELLA GAROFANO

*How to involve customers in the service creation process through the web.*

*An investigation on some telecommunication firms*

(EA)

VALENTINA DELLA CORTE, GIOVANNA DEL GAUDIO, FABIANA SEPE

Conference  
parallel  
session

## Track - L'evoluzione dei modelli di business tra big data e tecnologia

(ITA)

Session chair: *Stefano Micelli*

Room: 10A

*Capacità dinamiche e modello di business: ri-definizione di un modello di analisi per l'impresa commerciale*

MARCELLO SANSONE, ANNARITA COLAMATTEO, MARIA ANNA

PAGNANELLI

(FP)

*Big Data e value creation: un framework "data-driven" per il turismo*

(FP)

VALENTINA NDOU, PASQUALE DEL VECCHIO, GIOCONDA MELE III

*Big data governance e PMI: evidenze dal distretto aerospaziale campano*

(EA)

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*Collusione, processi decisionali ed intelligenza artificiale*

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*Effetti competitivi della sharing economy nei servizi ricettivi*

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AURELIO G. MAURI, ROBERTA MINAZZI, RUGGERO SAINAGHI

*L'innovazione digitale per le strategie di tailor made delle imprese del Made in Italy nei mercati internazionali*

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GAETANO MACARIO, SAVINO SANTOVITO, SERGIO SALOMONE, RAFFAELE SILVESTRI

*Il management del trasferimento tecnologico*

*nell'ambito delle Strategie Regionali di Specializzazione Intelligente (S3)*

(EA)

MARIACARMELA PASSARELLI, FRANCESCO RICOTTA, ALFIO CARIOLA

*I teatri lirici italiani: efficienza, efficacia e ruolo della tecnologia*

(EA)

CLEMENTINA BRUNO, FABRIZIO ERBETTA, GIOVANNI FRAQUELLI, ANNA MENOZZI

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## Track - Business models evolution: technology and beyond (ENG)

Session chair: *Alfonso Vargas Sanchez*

Room: 10B

*Towards the digital business model: A holistic overview from an SME* (FP)

VERONICA SCUOTTO, FRANCESCA SERRAVALLE, ALAN MURRAY, MILENA VIASSONE

*4th Industrial revolution and high-tech industry: Do we need a new business model?* (FP)

SANDRO TRENTO, MARIASOLE BANNÒ, GIORGIA M. D'ALLURA

*The financial attractiveness of business models:  
an analysis of sharing economy companies* (EA)

LAURA MICHELINI, CECILIA GRIECO, GENNARO IASEVOLI

*When open innovation drives business models evolution:  
the case of business to business markets* (EA)

TINDARA ABBATE, ANNA CODINI, BARBARA AQUILANI

*On the way to business blockchainization: An empirical analysis of successful ICOs* (EA)

DANIELA ANDREINI, GIUSEPPE PEDELIENTO, MARA BERGAMASCHI

*Business model innovation in complex servitized systems:  
the case of OBC in capital equipment SMEs* (EA)

MARCO PAIOLA

*Smart tourism destinations and its integration into territorial certifications* (EA)

TINDARA ABBATE, ELVIRA TIZIANA LA ROCCA, ALFONSO VARGAS-SANCHEZ

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## Track - Competition and collaboration in business

(ENG/ITA)

Session chair: *Andrea Moretti*

Room: 10C

*Collaboration types and performance of firms: insights on consumer innovation* (FP)

BEATRICE ORLANDO, ALESSANDRO DE NISCO, GIUSEPPE SANCETTA

*Identifying and assessing the breadth of open innovation practices:  
the impact on innovation performance* (FP)

GABRIELE SANTORO, ALBERTO FERRARIS, STEFANO BRESCIANI

*Knowledge technology improvement in manufacturing systems.  
Case analysis of 'open strategy business model'* (EA)

GIAN LUCA GREGORI, MARIA ROSARIA MARCONE

*Knowledge management in public enterprises* (EA)

MATTEO LANDONI

*Advertising in extreme vs traditional sports. Is there a difference?* (EA)

MICHELA C. MASON, ANDREA MORETTI, DANIELE SCARPI, FRANCESCO RAGGIOTTO

*Who tells the story? Defining visual storytelling as a new territory in digital  
innovation narrative* (EA)

REBECCA PERA

*Le dinamiche cooperative nell'ambito delle imprese multibusiness:  
un caso studio esplicativo* (EA)

ROSANNA AMATA, GIOVANNI BATTISTA DAGNINO, ANNA MINÀ,  
PASQUALE MASSIMO PICONE

*Il contributo della comunicazione al successo della strategia cooperativa* (EA)

SONIA C. GIACCONE, GIOVANNI BATTISTA DAGNINO, ALESSANDRA MAZZEI

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## Rethinking strategy: strategic engagement for value creation

(ENG/ITA)

Session chair: *Ernestina Giudici*

Room: Magna

### *Open innovation: a pathway toward open strategy?*

(FP)

ENRICO ANGIONI, MORENO FRAU, LUDOVICA MOI, FRANCESCA CABIDDU

### *Transformative strategies for employee engagement: managers and employees confronted*

(EA)

ALESSANDRA MAZZEI, LUCA QUARATINO, ALFONSA BUTERA, CHIARA FISICHELLA

### *Unpacking the good soldier syndrome: the role of authentic leadership and organizational citizenship behavior*

(EA)

RICCARDO RIALTI, GIACOMO FABIETTI, LAMBERTO ZOLLO, CRISTIANO CIAPPEI

### *The silent revolution affecting digital and physical stores*

(FP)

FEDERICA CABONI, ANGELA DETTORI, ERNESTINA GIUDICI

### *La decisione 'critica'. (In)capacità informativa nell'era delle ICT*

(FP)

FRANCESCO POLESE, CARLO ALESSANDRO SIRIANNI, LUCA CARRUBBO, ANTONIETTA MEGARO

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## Track - Operations e Supply Chain Management

(ENG/ITA)

Session chair: *Lara Penco*

Room: Saraceno

### *L'adozione della tecnologia blockchain nel management della supply chain: nuove prospettive di ricerca*

(EA)

ROBERTO VONA, NADIA DI PAOLA

### *Evaluating brands in online communities: it's not just a matter of engagement*

(EA)

SILVIA RANFAGNI, MONICA FARAONI, CLAUDIO BECAGLI

### *Competences and performance in metal waste supply chain: lessons from Italy*

(EA)

MARIACARMELA PASSARELLI, FRANCESCO RICOTTA, PINO VECCELLIO

### *L'innovazione digitale attraverso il networking nel settore agroalimentare*

(EA)

RAFFAELE SILVESTRI, FRANCESCO PETRUCCI, SAVINO SANTOVITO

### *Dalla catena alla costellazione del valore: il collective impact e la sfida della riduzione della povertà*

(EA)

GIACOMO BÜCHI, ANNA CUGNO, MONICA CUGNO, REBECCA CASTAGNOLI

### *Blockchain e criptovalute: strumento di democratizzazione imprenditoriale o bolla speculativa?*

(EA)

GIOVANNA DOSSENA, FRANCESCA MAGNO, PASQUALE MASSIMO PICONE

### *Responsabilità sociale d'impresa e performance aziendali nel settore turistico: un'analisi longitudinale nell'industria dell'ospitalità*

(EA)

STEFANO FRANCO, MATTEO GIULIANO CAROLI, FRANCESCO CAPPA, GIACOMO DEL CHIAPPA









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