



**Sinergie SIMA**

Management Conference



**UNIVERSITÀ  
DI PARMA**

**CALL FOR PAPERS**

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## **Sinergie-SIMA 2024 Conference**

**MANAGEMENT OF SUSTAINABILITY AND WELL-BEING  
FOR INDIVIDUALS AND SOCIETY**

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**June 13<sup>th</sup> and 14<sup>th</sup>, 2024  
University of Parma - Italy**

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



**sinergie**  
italian journal of management



Società Italiana di  
**MANAGEMENT**

**Sinergie-SIMA 2024 Management Conference**  
**MANAGEMENT OF SUSTAINABILITY AND WELL-BEING FOR INDIVIDUALS AND SOCIETY**  
**CALL FOR PAPERS**

**Foreword from the Conference Chairs**

*Dear friends,*

*our objective in arranging the Sinergie-SIMA 2024 Management Conference is to sustain a valuable platform for the dissemination of our community's latest research, as well as to acquire constructive input through engaging in discussions concerning pivotal aspects of management studies and their progression.*

*The Conference will take place in Parma, with the first day hosted at Crédit Agricole Green Life, one of the city's prominent economic institutions, while the second day will be held at the Department of Economics and Management. During the plenary sessions, distinguished keynote speakers from both the academic and business sectors will alternate, while in the parallel sessions, scholars will present their research on the Conference's central theme as well as the various topics and special tracks encompassed by SIMA's Thematic Groups.*

*We are confident that our endeavours will help maintain the collaborative exchanges that drive scientific progress within our field and offer an opportunity to engage with the scholarly community of Italian management.*

*We look forward to seeing you in Parma at the 2024 Sinergie-SIMA Management Conference.  
See you on the moon!*

*Guido Cristini*  
*University of Parma*

*Beatrice Luceri*  
*University of Parma*

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

*Marta Ugolini*  
*Sinergie and University of Verona*

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

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

The main topic of the Conference will be discussed in both plenary and parallel sessions to be held on June 13<sup>th</sup> and June 14<sup>th</sup> 2024. Pre-Conference activities are scheduled on June 12<sup>th</sup>.

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

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

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

## INVITATION TO SUBMIT LONG PAPERS AND SHORT PAPERS TO THE 2023 CONFERENCE: THEME AND OBJECTIVES

### MANAGEMENT OF SUSTAINABILITY AND WELL-BEING FOR INDIVIDUALS AND SOCIETY

Theory and practice in the field of management have been challenged by the emergence of sustainability and well-being as major global policy priorities. Both sustainability and well-being are complex, value-laden and strongly interconnected; however, they tend to exist in separate realms.

Sustainability literature has recorded an evolution in the way the concept of sustainable development is understood, leading to the articulation of sustainable development as human “well-being” and “flourishing”, rather than “needs”. Nevertheless, some scholars have pointed out a lack of clarity in the conceptualisation, which causes some ambiguity in terms of definition (Ronen & Kerret, 2020). Kjell (2011) observed that human needs and well-being are poorly understood, characterised and developed by sustainability research. Along the same vein, Helne & Hirvilammi (2015) observed that the overarching goal of sustainable development (i.e., well-being) has often been narrowly interpreted, mainly in economic terms, while connections between the natural environment and human flourishing have been overlooked. More recently, O’Mahony (2022) remarked that the literature conceptualising human well-being continues to exist largely outside sustainable development. Hence, placing well-being more clearly within the sustainability framework could be highly beneficial to sustainability.

Concurrently, the literature on well-being is almost entirely dissociated from the contributions of nature or the relationships with ecological and planetary systems (Roberts et al., 2015), and the importance of social dimensions is an emergent conclusion. Therefore, the rationale of contextual systems inherent to sustainability research (incorporating views of times, society and biosphere) could significantly enrich well-being research, fostering a more holistic perspective on well-being and an increased awareness of the limits of individual well-being pursuits (Kjell, 2011).

In brief, though well-being has major implications for sustainable development and vice versa, the body of literature that effectively integrates sustainability and well-being remains in an embryonic stage.

The above considerations aim to act as catalysts for an interdisciplinary debate within the field of management. Enriching the conception of flourishing well-being in sustainability and the contribution of nature in well-being can produce impactful scientific research, as O’Mahony (2022) points out. Equally important is the analysis of the links between sustainability and well-being, encompassing synergies and trade-offs, at the organizational level, in value chains and in interactions with stakeholders across various industries.

The Conference welcomes contributions based on different theories, methodological approaches and unit of analysis with the potential to empower a transformation for flourishing individuals, society and the natural world alike.

#### References

- Helne T., Hirvilammi T. (2015). Wellbeing and sustainability: A relational approach. *Sustainable Development*, 23(3).
- Kjell, O.N.E. (2011). Sustainable well-being: A potential synergy between sustainability and well-being research. *Review of General Psychology*, 15(3).
- O’Mahony T. (2022). Toward sustainable wellbeing: Advances in contemporary concepts. *Frontiers in Sustainability*, 3: 807984.
- Roberts L., Brower A., Kerr G., Lambert S., McWilliam W., Moore K., et al. (2015). The nature of wellbeing: How nature’s ecosystem services contribute to the wellbeing of New Zealand and New Zealanders. *Wellington: Department of Conservation*, 145.
- Ronen T., Kerret D. (2020). Promoting sustainable wellbeing: Integrating positive psychology and environmental sustainability in education. *International Journal of Environmental Research and Public Health*, 17(19): 6968.

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

## THEMATIC AND SPECIAL TRACKS AND TOPICS

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

### Conference theme

- **Management of sustainability and well-being for individuals and society** - Track chairs: Sabrina Latusi and Tania Vergura (University of Parma)

### SIMA thematic groups

- **Entrepreneurship** - Coordinators: Roberto Parente (University of Salerno) and Diego Matricano (Vanvitelli University of Campania)
- **Innovation & Technology Management** - Coordinators: Maria Colurcio (Magna Grecia University of Catanzaro) and Anna Paola Codini (University of Brescia)
- **International Business** - Coordinators: Antonella Zucchella (University of Pavia) and Andrea Runfola (University of Perugia)
- **Marketing** - Coordinators: Paola Signori (University of Verona) and Chiara Giachino (University of Torino)
- **Purpose-driven Businesses** - Coordinators: Andrea Piccaluga (Scuola Superiore Sant'Anna of Pisa) and Rosangela Feola (University of Salerno)
- **Retailing & Service Management** - Coordinators: Elisa Martinelli (University of Modena and Reggio Emilia) and Cristina Zerbini (University of Parma)
- **Small & Family Business** - Coordinators: Alfredo D'Angelo (Cattolica del Sacro Cuore University) and Elisa Conz (University of Pavia)
- **Strategic Communication** (in partnership with EUPRERA - European Public Relations Education and Research Association) - Coordinators: Emanuele Invernizzi (IULM University) and Alfonso Siano (University of Salerno)
- **Strategy & Governance** - Coordinators: Massimo Picone (University of Palermo) and Anna Menozzi (University of Piemonte Orientale)
- **Supply Chain Management, Logistics & Operations** - Coordinators: Ivan Russo (University of Verona) and Alessandra Cozzolino (Sapienza University of Roma)
- **Sustainability** - Coordinators: Marco Frey (Scuola Superiore Sant'Anna of Pisa) and Angeloantonio Russo (LUM University)
- **Tourism & Culture Management** - Coordinators: Maria Della Lucia (University of Trento) and Angelo Presenza (University of Molise)

## Special tracks

- **Examining the Social and environmental relevance of sustainable digital business models: Impact on business practices and consumers** - This special track explores the intersection of technology, business, and sustainability, urging researchers to delve into sustainable digital practices for a greener business ecosystem. Emphasis is on innovations for a more eco-friendly digital landscape and 'social-oriented' aspects of ethical, environmental, and social considerations in digital business models. It encourages examining the role of these models in enhancing consumer needs, societal well-being, promoting digital inclusivity, and bridging the digital divide. Inquiry subjects include the impact of purpose on emerging deep tech startups, consumer perceptions of sustainable digital models, and social and ethical considerations in their development.

Track Chairs: Nicoletta Buratti (University of Genova), Andrea Sestino (LUISS Guido Carli University; Catholic University of Sacred Heart, Rome), and Francesco Vitellaro (University of Genova)

- **Growing resilient Italian SMEs** - This special track, sponsored by the SIMA Interest Group on "Strategy and Governance" and "Small and Family Business", aims to direct scholars' attention to organizational resilience. The special track invites conceptual and empirical research on how family firms and SMEs navigate recurring and unforeseen external threats to business survival and growth. Additionally, it seeks to explore how these firms proactively cultivate resilience, for example, through the exploitation of AI.

Track chairs: Elena Casprini (University of Siena), Elisa Conz (University of Pavia), Gabriella Levanti (University of Palermo)

- **Perspectives on grand challenges in international business and implications for companies** - This special SIMA-BAM track encourages scholars to submit contributions dealing with grand challenges in IB research and how companies face these challenges. The special track considers how growing uncertainty and changes in the international environment influence international business research and companies' strategies in international markets. Hence, we invite contributions addressing a wide range of topics dealing with these issues, adopting different theoretical perspectives and qualitative and quantitative approaches.

Track chairs: Antonella Zucchella (University of Pavia, GT IB SIMA), Andrea Runfola (University of Perugia, GT IB SIMA), Vicky Bamiatzi (University of Sussex, BAM IB/IM SIG) and Marianna Marra (University of Sussex, BAM IB/IM SIG)

## Management Case Studies

- Case studies written and presented by academics in collaboration with firm managers. Selected cases may be invited to become part of the SIMA and SIM Case series published with Pearson

Track chairs: Marco Frey (Scuola Superiore Sant'Anna of Pisa) and Guido Bortoluzzi (University of Trieste)

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

## LONG AND SHORT PAPERS SUBMISSIONS

### TERMS OF PARTICIPATION



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



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



In the collaborative logic of our scientific community, each author could be requested to provide reviews of at least two works (1 long paper between March and May 2024 and 1 short paper in May 2024). In addition, each corresponding author will be requested to evaluate the quality of feedback of the reviewing process.

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



At least one author of long or short papers must present the research output during the Conference parallel sessions. Failure to present will exclude from the Conference Proceedings and from awards.

### LONG PAPERS SUBMISSION

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

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

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

To assure quality of editing, especially of tables, graphs, and figures, it is common to use a Microsoft Word format, compatible formats are accepted as well. File in .bmp, .jpeg, .jpg, .png, .gif formats can create problems in editing. If possible, please avoid these formats and provide files containing

additional tables and graphs in their original format (e.g., xls).

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

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

## **SHORT PAPERS SUBMISSION**

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

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

**SUBMISSION LINK**

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

## **PEER REVIEW PROCESS**

### **FOR LONG PAPERS**

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

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

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

### **FOR SHORT PAPERS**

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

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

The accepted short papers could be included in the Conference Proceedings and, furthermore, they will be evaluated to be awarded a mention.

## DEADLINES



### for LONG PAPERS

**15 JANUARY 2024**

Long papers submission opening

**15 FEBRUARY 2024**

Long papers submission closure

**30 APRIL 2024**

Notification of double blind  
peer-review result

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

### for SHORT PAPERS

**15 JANUARY 2024**

Short papers submission opening

**15 MARCH 2024**

Short papers submission closure

**30 APRIL 2024**

Notice of single blind  
peer-review result

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

**5 MAY 2024**

**Early bird registration to the Sinergie-SIMA 2024 Management Conference**



## PAPER DEVELOPMENT WORKSHOP (PDW)

### *From an Idea to a Top Tier Publication: Unleash Your Scholarly Potential with the SIMA Paper Development Workshop*

In collaboration with Editors of Top Tier Journals (full list to be disclosed in February)

**June 12, 2024 - 14:30-18:30**

#### **PDW AIM**

The Paper Development Workshop (PDW) has been conceived to engage young scholars and provide them with skills and insights into scientific research. Its primary objective is to guide these scholars through the complex process of paper writing, submission, and revision for high-ranking international journals. The 2024 Sinergie-SIMA PDW seeks to help young scholars align their research with current trends and challenges in the various management areas. For instance, aspiring academics can be encouraged to create papers that encompass diverse areas, notably strategic positioning of businesses in marketing, family business, leadership's role in organizational change management, corporate governance, internationalization, digital marketing trends, and the effect of corporate social responsibility on business performance.

Furthermore, offering support in choosing suitable journals, handling rejection, and navigating revisions specific to their field could enhance doctoral students' academic endeavours. From the early years of a PhD programme, supervisors do indeed encourage doctoral students to publish in top-ranking journals.

However, finding the 'right' gap, the perfect citation and the most appropriate robustness test for the analysis is challenging. It is important to remain objective and receptive to the reviewers' suggestions while preserving a logical and balanced structure in the paper. Sometimes, authors may face rejection or disappointment during the peer review process. While constructive feedback can greatly enhance the quality of manuscripts, reviewers' comments can also appear superficial, contradictory, or merely expressive of personal opinion.

This PDW aims to provide young scholars with specific and constructive feedback as they write, submit or resubmit their working papers for consideration in top-ranking international journals. The goal is to encourage high-quality research and support scholars throughout the submission process. Through this PDW, scholars will gain insights on selecting appropriate journals for their papers, managing the review and editorial processes.

#### **TARGET AUDIENCE**

The target audience of this PDW are young and mid-career scholars (Ph.D. students and candidates, Ph.D., research fellows, and assistant professors), who show robust interest in conceptual and empirical research in management.

The eligibility and submission requirements are to submit:

1. a bio sketch (one page);
2. the most recent version of the research paper (or extended abstract) that the author would like to discuss. Papers should be written in English.
3. a cover letter clearly stating the question(s) which they are struggling with (one page).

Authors are invited to indicate in a note on the front page the paper's target journal(s), and, in the case of R&R papers, the journal in which the paper is under consideration at the time of the submission. In this latter case, authors may send the received reviews to start a helpful interaction with the expert discussants and the audience of the PDW to improve their responses to referees.

The organizers will select participants for the PDW based on the academic quality and impact of their submissions. Preference will be given to full papers. Conceptual, qualitative, and quantitative research, and literature review, will be equally considered in the selection process. The maximum number of participants is 20 to facilitate interaction and more in-depth discussions.

### **PDW FORMAT 2024**

**14:30 Welcome – University of Parma**

**14:45 Round Table “Empowering Scholarly Excellence: What it takes to publish in Top-Ranking International Journals”**

**16:15 Coffee break**

**16:30 Parallel Sessions**

Selected papers will be allocated to specific sessions for in-depth discussion. Each session will host four papers. Parallel paper discussion is organized as follows: each author will be invited to provide an overview of the paper’s core message, research questions, methodology, results and contributions, and the areas in which she/he is looking for specific advice (10 minutes). Each paper will receive developmental comments from two expert discussants (10 minutes) and Q&As from the audience (10 min).

**Session 1: Publishing a Literature Review**

**Session 2: Publishing Quantitative and qualitative Research**

**18:30 Closing Remarks**

**19.00 Social light dinner**

Papers should be submitted by email to [simone.aiolfi@unipr.it](mailto:simone.aiolfi@unipr.it) and to [cristina.bettinelli@unibg.it](mailto:cristina.bettinelli@unibg.it) and in c.c. to [laura.ciarmela@sinergieweb.it](mailto:laura.ciarmela@sinergieweb.it) indicating “PDW UNIPR 2024” in the object of the email. Please also note that for this PDW each applicant will be allowed to submit only one paper.

### **PDW DEADLINES 2024**

**15 March 2024**

Submission deadline for proposals

**30 April 2024**

Notification of review committee decisions

**5 May 2024**

Final paper submission and early bird registration deadline

**12 June 2024**

PDW

## CONFERENCE REGISTRATION AND FEE\*

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

### Early bird registration from March 1<sup>st</sup> to May 5<sup>th</sup>, 2024

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

### Standard registration from May 6<sup>th</sup> to June 2<sup>nd</sup>, 2024

	SIMA MEMBER	SIMA NON-MEMBER
Professors and researchers (VAT included)	€ 400,00	€ 500,00
PhD students, fellows and undergraduate students (VAT included)	€ 250,00	€ 350,00

### Last second registration from June 3<sup>rd</sup> to June 14<sup>th</sup>, 2024 (The payment will be possible only at the Conference venue)

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

\*The fee includes daytime sessions, lunches and coffee breaks on June 13<sup>th</sup> and June 14<sup>th</sup> and social event on the evening of June 13<sup>th</sup>, 2024

More information about the payment will be available on website.



***The registration will be completed when payment is made. Accordingly, it is mandatory to carry out the payment before May 5<sup>th</sup>, 2024 to benefit from the early bird registration.***

## **PUBLICATION OPPORTUNITIES**

### **Conference Proceedings**

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

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

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

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

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

### **Publication in Sinergie Italian Journal of Management**

A limited number of the papers could be invited after the Conference to be included in a 2025 special issue of ***Sinergie Italian Journal of Management***.

### **Further publication opportunities**

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

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

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

## **AWARDS AND RECOGNITIONS**

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

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

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

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

## **GENDER BALANCE AND INCLUSION**

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

## CONFERENCE CHAIRS

**Guido Cristini**  
University of Parma

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

**Beatrice Luceri**  
University of Parma

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



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## REGISTRATION AND INVOICING

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(formerly Sinergie rivista di studi e ricerche)  
is a peer-reviewed scholarly publication  
(ISSN 0393-5108) focusing on the main  
trends in management studies.

Founded in 1983, it is a free open access  
journal ([www.sijm.it](http://www.sijm.it)).

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Fondazione CUEIM, whose objective is creation and dissemination  
of the managerial culture in the society.