

SCIENTIFIC PROGRAM

Thursday 19th

Camera di Commercio di Bari, Sala Convegni, C.so Cavour 2

09.00 – 10.00 Registration and Welcome Coffee

10.00 – 10.30 Welcome and opening address

Eugenio Di Sciascio – Rector of Politecnico di Bari

Andrea Vinelli – President AiIG

Claudio Garavelli – Politecnico di Bari

10.30 – 12.30 Plenary Session

Raffaella Cagliano, Chair - Politecnico di Milano

Gianvito Lanzolla – Cass Business School

Paul Nightingale – SPRU, University of Sussex

Manlio Ciralli – Adecco

**12.30 – 13.00 Gianluca Spina Award for Teaching Excellence and Innovation - Premia
Francesca Bodini Spina**

Palace Hotel, Via Francesco Lombardi 13

13.15 – 14.30 Lunch

	Salone delle feste	Room Abbrescia	Room Japigia	Room Sveva	Room Ausonia
	GT – Entrepreneurship and finance	GT – Innovation strategies and policies	GT - Market competitiveness and firm performance	TT - Collaborative spaces as a new challenge for firms, accelerators, incubators, and research labs	TT - Value creation and capture in open innovation: dynamics, challenges and tools in different contexts
Chairman	Mario Raffa	Massimo G. Colombo	Giovanni Perrone	Paola Rovelli	Michele Grimaldi
Paper 1	Social tech ventures: Exploring a new entrepreneurial genre? (Calderini et al.)	The impact of public research on industry innovation: A technology-level perspective in the green energy field (Ardito et al.)	An empirical analysis of stakeholder involvement in new service development (Buganza et al.)	The adoption of collaborative spaces in the Microsoft house (Presenter: Cristina Rossi-Lamastra)	The role of Intellectual Property Rights in the value capturing of crowdsourcing for innovation contests (Mazzola et al.)
Discussant	Barbara Scozzi	Gianvito Lanzolla	Cinzia Battistella		Gianluca Murgia
Paper2	Beyond financials: Exploring the additional benefits of crowdfunding for the launch of a successful venture (de Luca et al.)	Technological innovations vs. technological backwardness prospect in latecomers firms: An absorptive capacity perspective (Petti et al.)	Product system service competitiveness and economic performance (Annarelli et al.)	Email Communication Analysis to Recognize Innovative Behaviors (Gloor et al.)	Social Big Data for Value Creation: Fostering Open Innovation in Tourism (Del Vecchio et al.)
Discussant	Paolo Roma	Federico Caviggioli	Giuseppe Scellato	Paula Ungureanu	Marco Greco
Paper 3	Institutional constraints on altruism in the formation of a venture idea (Stroe et al.)	Green innovation in the food industry: A comparison between family and non-family Italian SMEs (Dangelico and Pisa)	Brand perceptions of airports using social networks (Gitto and Mancuso)	Key indicators for workplace performance management: A literature review from a holistic perspective (Tagliaro)	Value creation and capture in the reiteration of university co-patents: Empirical evidence from Italy (Murgia)
Discussant	Francesco Galati	Valentina Lazzarotti	Roberta Pellegrino	Andrea Fronzetti Colladon	Lara Agostini
Paper 4	The impact of the financial crisis on university fees: The Italian case (Civera et al.)	Do firms publish? A Cross-sectoral analysis of corporate science (Rotolo et al.)	Understanding the multiple roles of customers in value creation and value capture (Nucciarelli et al.)	The 'Give and take' of mentorship process within accelerators (Yitshaki and Drori)	Issues in PRIs-SMEs collaborations: how to deal with them when working for the ITER fusion project (Puliga et al.)
Discussant	Nicola Costantino	Chiara Franzoni	Lucio Lamberti	Chiara Tagliaro	Manfredi Bruccoleri
Paper 5	A Management Approach for the Governance of Digital Entrepreneurship Ecosystems (Elia et al.)	Intellectual property rights as collateral assets: evidence from US patents in the wake of the global financial crisis (Caviggioli et al.)	Digitalizing the MRO process: Main steps and lesson learned (Esposito et al.)	An Investigation of the Interplay between Collaboration Practices and Identity Formation in a Science Park (Ungureanu et al.)	Exploring the relationship between open innovation and abandoned innovation activities (Greco et al.)
Discussant	Antonio Lerro	Lorenzo Ardito	Pietro Romano	Ronit Yitshaki	Raffaella Manzini
Paper 6	Venture capital in Europe: Social capital, formal institutions and mediation effects (Grilli et al.)		Measuring the digital divide: an analysis of current composite indicators (Bruno et al.)		
Discussant	Diego D'Adda		Michele Gorgoglione		

17.00 – 17.15 **Coffee break**

17.15 – 17.30 **Giorgio Pagliarani Best Paper Award 2017**

17.30 – 18.30 **General Assembly**

20:00 **Rendez vous hotel palace**

20:30 **Cena Circolo Unione, c/o Teatro Petruzzelli**

	Salone delle feste	Room Abbrescia	Room Japigia	Room Sveva	Room Ausonia	Room Jonia
	TT - Managing international business networks: bridging perspectives	TT - Higher education and entrepreneurship for socio-economic development: practices, processes and policies	GT- Supply chain and transportation management	TT – The digital transformation of operations and its impact on work practices	TT - Leveraging innovation to improve health care performance	TT - The digital transformation of the entrepreneurial finance landscape
Chairman	Paolo Barbieri	Giustina Secundo	Andrea Vinelli	Manfredi Bruccoleri	Emanuele Lettieri	Massimiliano Guerini
Paper 1	Entry modes in reshoring strategies: An empirical analysis (Wan et al.)	Entrepreneurship Centre. Global perspectives on their contributions to Higher Education (Jones)	A multi-tier analysis of supply chain complexity and sustainability practices (Moretto et al.)	Organizing for Smart Manufacturing (Bartezzaghi et al.)	Assessing the quality of Triage Evaluation based on Fuzzy Logic Aggregation of Crisp Data Partitions (Cannavacciuolo et al.)	Entrepreneurial passion and the acquisition of financial resources in Crowdfunding (Tenca and Franzoni)
Discussant	Paolo Barbieri		Ilaria Giannoccaro	Guido Capaldo	Carmela Di Mauro	Evila Piva
Paper2	The moderating role of supply chain resilience on the relationship between product complexity, disruption and performance: evidence from an international survey (Donadoni et al.)	Birds of a feather start flocking together: disentangling the effect of competence base depth and breadth on start-ups' expected performance (Pinelli et al.)	Eggs are broken, so now what? A stakeholder management perspective of the Volkswagen's Dieselgate (Zambetti and Kalchschmidt)	Exploring the relationship between smart work practices and job satisfaction: an analysis on task characteristics and on the types of spatial flexibility (Gastaldi et al.)	Comparative Qualitative Analysis to assess factors affecting Triage Decision-Making (Cannavacciuolo et al.)	The impact of endogenous and exogenous uncertainty on crowdfunding platform performance (Dushnitsky et al.)
Discussant	Ruggero Golini	Davide Donina	Federico Caniato	Elisa Mattarelli	Giovanni Radaelli	Massimiliano Guerini
Paper 3	Smiling curve in the textile supply chain: What helps to upgrade? (Boffelli et al.)	Digital Academic Entrepreneurship: The revolution of digital technologies on academic entrepreneurship (Rippa and Secundo)	An exploratory study of Risk Aversion in Supply Chain Dynamics via Human Experiment and Agent Based Simulation (Ancarani et al.)	Digital health technology enhances the resilient behavior of workers: evidences from the ward (Rubbio et al.)	Work Engagement in Public Hospitals: a Social Exchange Approach (Ancarani et al.)	Distant friends and close enemies: Sub-national cultural distance and Venture Capital investments (Croce et al.)
Discussant	Carmela Di Mauro	Renato Passaro	Gianpaolo Iazzolino	Guido Orzes	Paolo Mancuso	Chiara Franzoni
Paper 4	Industry 4.0 as an enabler of reshoring in manufacturing (Ancarani et al.)	The impact of elective and compulsory entrepreneurship education on entrepreneurial behaviour of university students: A family embeddedness perspective (Hahn et al.)	The allocation of national public resources in the Italian local public bus transport sector (Avenali et al.)	Digitalization of Construction Industry Process Management (Malagnino et al.)	Evaluating the impact of the implementation of triage-based protocols in paediatric emergency department via discrete event simulation (Visintin et al.)	Financing green in crowdfunding (Butticè et al.)
Discussant	Stefano Elia	Sarah Stockinger	Matteo Kalchschmidt	Alessandro Ancarani	Davide Aloini	Antonella Moretto
Paper 5	Relocation of second degree intra-UE: a study in the manufacturing industries (Elia et al.)	Insights for shaping Science and Technology Entrepreneurship Education: Evidences from European Entrepreneurship centers (Secundo et al.)	How does price volatility influence demand of revenue managed goods? (Malighetti et al.)		The interplay between individual and institutional factors in making information technology used in hospitals: evidence from electronic medical records (Lettieri et al.)	The value of supply chain finance: An ambidexterity perspective (Moretto et al.)
Discussant	Guido Orzes	Davide Hahn	Pasquale Del Vecchio		Valentina Lazzarotti	Vincenzo Butticè

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	TT - Managing international business networks: bridging perspectives	TT - Higher education and entrepreneurship for socio-economic development: practices, processes and policies	GT – Sustainability and social dynamics	TT - The digital transformation of operations and its impact on work practices	TT - Data-driven marketing: methodologies, applications, and managerial insight	TT – Business model innovation in a digital environment
Chairman	Luciano Frattocchi	Michele Meoli	Alberto Nastasi		Umberto Panniello	Tommaso Buganza
Paper 1	The role of scientific knowledge within inventing teams: Empirical tests into the aerospace sector (Ardito et al.)	Entrepreneurship in Higher Education – Impact of the German Excellence Initiative (Lehmann and Stockinger)	A framework for avoiding unintentional knowledge loss: Evidences from job-order knowledge-intensive firms (Galati et al.)	Round Table Introduce e coordina: Emilio Bartezzaghi (Politecnico di Milano)	Recommendation strategies in personalization (Gorgoglione and Panniello)	Industry Change and New Value Creation Mechanisms: An institutional perspective on how Digital Innovation is changing industry architecture in cultural heritage (Neirotti et al.)
Discussant	Antonella Moretto	Giustina Secundo	Luisa Pellegrini	Francesco Canuto (FCA, WCM Center) <i>World Class Manufacturing in the Digital Factory</i>	Debora Bettiga	Angelo Natalicchio
Paper2	TT - Value Creation and Capture in Open Innovation Round Table	Higher Education Institutional Governance Reforms in Southern Europe: New public management-driven or conceptual stretching? (Donina and Paleari)	Green aims, green practices and green technological tools supporting environmental sustainability in logistics service providers (Centobelli et al.)	Simone Cuni (ENEL Distribuzione) <i>Smart Region: l'intervento sulla rete di distribuzione MT. Gli impatti sull'organizzazione e il lavoro</i>	Beacon-Based Mobile Marketing: Implications from Consumers' Perspective (Chen et al.)	Open Innovation and human resources development: An investigation in the Italian manufacturing sector (Natalicchio et al.)
Discussant	Vincenzo Corvello	Giuseppe Bruno	Tiziana D'Alfonso		Lucio Lamberti	Andrea Urbinati
Paper 3	Pasquale Del Vecchio Marco Greco Michele Grimaldi	University leadership and academic spinoffs' creation (Civera et al.)	Un business emergente: Analisi economica del riciclo delle schede elettroniche provenienti dagli e-waste (Cucchiella et al.)	Luigi Campagna (Studio Meta – Innovation) <i>Il Laboratorio CISL Industria 4.0. – Le tecnologie e il lavoro che cambia</i>	Halo effect of television programs on brand advertisement: a neuroscience research (Bettiga et al.)	Exploring the Inbound and Outbound Strategies enabled by User Generated Big Data: Evidences from Leading Smartphone Applications (Trabucchi et al.)
Discussant	Valentina Lazzarotti	Pierluigi Ripa	Elisabetta Raguseo		Paolo Roma	Danilo Pesce
Paper 4	Erica Mazzola Luisa Pellegrini	Analyzing the relation between Entrepreneurship-related human capital and Entrepreneurial Intention in a Higher Education context (Passaro et al.)	Rethinking resilience in industrial symbiosis (Fraccascia et al.)		How does brand-related user-generated content differ across social media? Evidence Reloaded (Roma and Aloini)	The Digital Transformation of Business: What Do We Know from the Literature? (Urbinati et al.)
Discussant		Alice Civera	Simone Gitto		Rosa Maria Dangelico	Elena Pellizzoni

13.00 – 14.00 **Farewell Lunch**

14.00 Bus to airport