

XXX Annual Scientific Meeting

AiIG 2019



*«The challenges ahead: work, technological change
and the organizations of the future»*

Developing research and education in Management Engineering

October 17th – 18th, 2019

Centro Congressi “Torino Incontra” – Via Nino Costa 8, Torino

New technologies and the digital transformation are giving raise to new forms of work and changes in organizations across industries on a global scale. Such rapid evolution has relevant implications for firms, concerning both the internal organization and the structuring of value chains, and for the society as a whole. These trends pose new and relevant challenges for research and education.



Program

October 17th

- 8:30 – 9:00 Registration and Welcome Coffee
- 9:00 – 9:30 Institutional Welcome
- **Guido Saracco**, Politecnico di Torino, Rector
 - **Massimo Colombo**, Politecnico di Milano, AiIG President
- 9:30 – 10:30 Keynote Speech
Platforms, markets, and hierarchies: the effects on work and organizations
Tobias Kretschmer, Ludwig-Maximilians-Universität München
- 10:30 – 13:00 Parallel Sessions 1
Coffee Break
- 13:00 – 14:00 Lunch
- 14:00 – 15:30 Alumni Round Table
Il contributo delle competenze dell'ingegnere gestionale nei percorsi di carriera e nello sviluppo delle imprese
Organized by **Raffaella Cagliano**, Politecnico di Milano, **Pierpaolo Pontrandolfo**, Politecnico di Bari, and **Andrea Vinelli**, Università degli Studi di Padova
- 15:30 – 16:00 Coffee Break
- 16:00 – 17:30 Parallel Sessions 2
- 18:00 – 18:30 Awards Session
Pagliarani Award and Spina Award
- 18:30 – 19:15 General Assembly
- 20:30 Social Dinner – Palazzo Carignano, Piazza Carlo Alberto, 8, 10123 Torino (TO)

October 18th

- 9:00 – 10:30 Parallel Sessions 3
- 10:30 – 11:00 Coffee Break
- 11:00 – 12:30 *Il contributo dell'Ingegneria Gestionale alla ricerca scientifica*
Matteo Kalchschmidt, **Stefano Paleari**, Università degli Studi di Bergamo
Il contributo dell'Ingegneria Gestionale alla formazione
Alberto De Toni, Università degli Studi di Udine
Discussion
- 12:30 – 13:30 Lunch
- 13:30 – 14:30 Keynote Speech
Being relevant in turbulent times (as an academic scholar)
Bart Van Looy, KU Leuven
- 14:30 – 16:15 Parallel Sessions 4
- 16:15 – 16:45 Farewell Coffee

TIME

PARALLEL SESSIONS 1

THURSDAY 17 10.30 – 13.30	SPECIAL TRACK 1a – The governance of higher education among systemic performances, new policies and institutional responses Chair: C. Daraio Moving ahead entrepreneurship education in Italian universities: insights from the 'Contamination Lab' cases (G. Secundo, G. Mele, G. Sansone, G. Passiante) Speaker: G. Secundo Higher education and economic growth: a longitudinal study of European regions (T. Agasisti, A. Bertolotti) Speaker: T. Agasisti A multi-level and multi-method analysis to characterize the heterogeneity of European higher education institutions (R. Bruni, G. Catalano, C. Daraio, M. Gregori, H. F. Moed) Speaker: M. Gregori Exit strategy or springboard for career development? The case of university presidents' remuneration (A. Civera, E. E. Lehmann, M. Meoli, J. M. Otto, S. Paleari) Speaker: A. Civera Round table: discussion of the papers and round table on 'Governance, systemic performances and new policies in higher education: state of the art and future developments' Moderator: C. Daraio Participants: G. Capano, J. A. Douglass, H. F. Moed, T. Agasisti, G. Catalano, M. Meoli, S. Paleari	SPECIAL TRACK 2a – The role of digital technologies in design thinking Chair: C. Dell'Era, S. Magistretti Design thinking and stage-gate in the same organizational context: a comprehensive and practice framework towards a hybrid model (N. Cocchi, C. Dosi, M. Vignoli) Speaker: M. Vignoli Discussant: C. Dell'Era Transformations by design thinking: exploring the value of design thinking in consulting projects (C. Dell'Era, S. Magistretti, M. Bianchi, G. Calabretta, M. Candi, I. Stigliani, R. Verganti) Speaker: C. Dell'Era Discussant: M. Piazza Finding meaning in a shared direction: the role of boundary objects in sensemaking processes (S. Magnanini, F. Zasa, R. Verganti, S. Magnanini, S. Sanasi) Speaker: S. Magnanini Discussant: S. Sanasi Agile-as-a-tool and agile-as-a-culture: a comprehensive framework on agile approaches (S. Magistretti, D. Trabucchi) Speaker: S. Magistretti Discussant: A. Messeni Petruzzelli Shared vision as a guide to organizational innovation: a systematic literature review (F. Zasa, R. Verganti, T. Buganza) Speaker: F. Zasa Discussant: C. Dell'Era	SPECIAL TRACK 3a – Understanding and running complex systems: issues and methods Chair: G. Zollo Market instabilities and the size-variance relationship (S. Y. Buldyrev, A. Flori, F. Pammolli) Speaker: A. Flori Discussant: A. Stefanini Understanding complexity in supply chains: a literature review (E. Pessot, R. Fornasiero) Speaker: E. Pessot Discussant: F. Galati Quantifying the benefits of being part of an inter-organizational network (M. Cinelli, G. Ferraro, A. Iovanella) Speaker: A. Iovanella Discussant: A. Fronzetti Colledon The complexity of the intangible digital economy: an agent-based approach (F. Bertani, L. Ponta, M. Raberto, A. Teglio, S. Cincotti) Speaker: S. Cincotti Discussant: C. Ponsiglione Managing structural inter-organizational tensions in complex product systems projects: lessons from Metis case (F. Galati, B. Bigliardi, R. Galati, G. Petroni, A. I. Dormio) Speaker: F. Galati Discussant: G. Ferraro	SPECIAL TRACK 4a – Challenging the future of global production networks Chair: S. Elia The location advantages of efficiency-seeking firms in the era of Industry 4.0: a study on the relocations of second degree (S. Elia, P. Barbieri, L. Fratocchi, G. Dima) Speaker: P. Barbieri Discussant: R. Marzano Does e-commerce facilitate or complicate SMEs' internationalization? (S. Elia, M. Giuffrida, L. Piscitello) Speaker: S. Elia Discussant: L. Macchion What do we want to know about reshoring? Developing a framework form a meta-synthesis (A. Boffelli, M. Johansson) Speaker: A. Boffelli Discussant: L. Fratocchi Manufacturing subnetwork: towards an unambiguous definition of the concept (P. Carminati, M. Kalchschmidt, R. Golini) Speaker: P. Carminati Discussant: I. Marchiori Competition policy enforcement and foreign direct investments (R. Marzano, S. Mariotti) Speaker: R. Marzano Discussant: P. Barbieri	SPECIAL TRACK 5 – Data science for innovation and the future of work Chair: P. Belingheri Towards automatic building of human-machine conversational system to support maintenance processes (E. Coli, N. Melluso, G. Fantoni, D. Mazzei, L. Frati) Speaker: E. Coli Discussant: A. Fronzetti Colladon Technical sentiment analysis: measuring advantages and drawbacks of new products using social media (F. Chiarello, A. Bonaccorsi, G. Fantoni) Speaker: G. Fantoni Discussant: D. Battaglia Extracting and mapping Industry 4.0 technologies using Wikipedia (F. Chiarello, L. Trivelli, A. Bonaccorsi, G. Fantoni) Speaker: F. Chiarello Discussant: P. Neirotti The effect of big data on firm's performance (F. Cappa, R. Oriani, E. Peruffo, I. McCarthy) Speaker: F. Cappa Discussant: P. Belingheri Workshop Moderator: G. Fantoni Participants: D. Teloni, A. Barreca, R. Apreda, S. Fareri, F. Chiarello, M. Frank, L. Albert	SPECIAL TRACK 6a – Public service innovation: challenges, risks and opportunities in a fast-changing world Chair: D. Agostino Digital connectivity and organizational change: the co-evolutionary dynamics in the Van Gogh museum (D. Pesce, V. Lanzolla, P. Neirotti) Speaker: D. Pesce Discussant: M. Arnaboldi Integrated origin-based demand modeling for air transportation (S. Birolini, M. Cattaneo, P. Malighetti, C. Morlotti) Speaker: S. Birolini Discussant: T. D'Alfonso Toward Museum-visitors value co-creation, in the digital era: a narrative literature review (C. Marini) Speaker: C. Marini Discussant: D. Carlucci The participative turn in museum: the online facet (M. Arnaboldi, M. Diaz Lema) Speaker: M. Diaz Lema Discussant: D. Agostino	SPECIAL TRACK 7a – Sustainable business models and circular economy Chair: R. Cagliano The future of sustainable supply chains: a novel tertiary methodology (P. Centobelli, R. Cerchione, L. Cricelli, E. Esposito, S. Strazzullo) Speaker: P. Centobelli Discussant: F. Caniato Circular economy digital innovation ecosystems: the case of ICESP (P. Del Vecchio, G. Passiante, G. Barberio, C. Innella) Speaker: P. Del Vecchio Discussant: V. Albino Sustainable business models: benefit corporations and governance issues (M. Calderini, M. Fia) Speaker: M. Fia Discussant: R. Cagliano Taxonomy of industrial symbiosis business models: a system perspective (L. Fraccascia, I. Giannoccaro, V. Albino) Speaker: I. Giannoccaro Discussant: R. Manzini Embracing circular economy in the e-mobility industry: a comprehensive literature review (S. Franzò, A. Urbinati, D. Chiaroni, V. Chiesa) Speaker: S. Franzò Discussant: G. Passiante
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TIME	PARALLEL SESSIONS 2						
THURSDAY 17 16.00 – 17.30	GENERAL TRACK 1 – The transformation of manufacturing	GENERAL TRACK 2 – Protecting innovation	SPECIAL TRACK 8a – The entrepreneurial finance landscape in the era of digital technology	SPECIAL TRACK 4b – Challenging the future of global production networks	SPECIAL TRACK 9 – Sharing economy and online multi-sided platforms	SPECIAL TRACK 6b – Public service innovation: challenges, risks, and opportunities in a fast-changing world	GENERAL TRACK 3 – Financing new ventures
	Chair: R. Manzini	Chair: E. Ughetto	Chair: A. Croce	Chair: L. Fratocchi	Chair: P. Roma	Chair: D. Carlucci	Chair: E. Paolucci
	Manufacturing value chains 4.0: a Delphi-based scenario analysis	Purification and validation of measurement scales for patent management	Supporting hybrid impact-oriented organizations through local public policies: the potential of non-traditional financial schemes; evidence from the municipality of Milan	Ensuring sustainability through the blockchain: the case of the fashion industry	The impact of Airbnb on the hotels' economic performance: an empirical investigation of the moderating effects	Corporate entrepreneurship in higher education: the digital learning challenge	How pro-social framing affects the success of crowdfunding projects: the role of emphasis and information crowdedness
	(G. Culot, G. Nassimbeni, G. Orzes, M. Sartor)	(L. Agostini, A. Nosella, M. Beyene Teshome)	(F. Gerli, B. De Pieri)	(L. Macchion, A. Moretto, A. Patrucco, L. Vendraminelli)	(A. Destefanis, P. Neirotti, E. Raguseo)	(M. Arnaboldi, M. Soncin)	(D. Defazio, C. Franzoni, C. Rossi-Lamastra)
	Speaker: G. Culot Discussant: R. Ricci	Speaker: L. Agostini Discussant: F. Caviggioli	Speaker: F. Gerli Discussant: A. Ruzzene	Speaker: A. Moretto Discussant: V. León-Bravo	Speaker: A. Destefanis Discussant: A. Natalicchio	Speaker: M. Soncin Discussant: G. Elia	Speaker: C. Franzoni Discussant: D. Hahn
	Internet of Things adoption: a typology of projects	Counterfeiting in digital technologies: an empirical analysis of the economic performance and innovative activities of affected companies	Water in a bottle: setting the boundaries of impact investing	Building the hyperconnected supply chain	The impact of sharing economy on hotels' price and quality under competition	Organisational change in transformative e-government innovations	Size versus scale: the growth dilemma of hybrid ventures
	(A. Ancarani, C. Di Mauro, H. Legenvre, M. Cardella)	(V. Butticiè, F. Caviggioli, C. Franzoni, G. Scellato, P. Strykowski, N. Thumm)	(M. Calderini, I. Bengo, A. Borrello, V. Chiodo)	(E. Pessot, I. Marchiori, R. Fornasiero, A. Zangiacomía)	(M. Cattaneo, T. D'Alfonso, E. Gal-Or, U. Panniello, P. Roma)	(L. Tangi, C. Russo, G. Vecchi, M. Benedetti)	(M. Calderini, V. Chiodo)
	Speaker: A. Ancarani Discussant: G. Orzes	Speaker: G. Scellato Discussant: L. Agostini	Speaker: A. Borrello Discussant: F. Gerli	Speaker: I. Marchiori Discussant: P. Carminati	Speaker: T. D'Alfonso Discussant: D. Aloini	Speaker: L. Tangi Discussant: R. Marzano	Speaker: V. Chiodo Discussant: C. Franzoni
	Organizational antecedents and patterns of Industry 4.0 adoption in SMEs: an absorptive capacity perspective	The licensing and selling of inventions by US universities	A mechanistic perspective on micro-foundations: the case of entrepreneurship behaviour in family business	Traceability for sustainability in the coffee industry	Multi-sided platforms for addressing sustainable development goals	Online reviews for public service personalization: the case of Italian museums	Ambidexterity in new ventures founded by university students: the role of the entrepreneur's subjective vitality
	(R. Ricci, D. Battaglia, P. Neirotti)	(F. Caviggioli, A. De Marco, F. Montobbio, E. Ughetto)	(A. Ruzzene, M. Brumana, T. Minola)	(V. León-Bravo, F. Caniato, F. Ciccullo, G. Bartezzaghi)	(G. Elia, A. Margherita, I. Henriques)	(P. Riva, D. Agostino, M. Arnaboldi)	(M. Battisti, D. Hahn, T. Minola)
	Speaker: R. Ricci Discussant: A. Ancarani	Speaker: F. Caviggioli Discussant: M. Meoli	Speaker: A. Ruzzene Discussant: A. Borrello	Speaker: V. León-Bravo Discussant: A. Boffelli	Speaker: G. Elia Discussant: E. Mazzola	Speaker: P. Riva Discussant: F. Galati	Speaker: D. Hahn Discussant: M. Piazza

TIME	PARALLEL SESSIONS 3						
FRIDAY 18 09.00 – 10.30	GENERAL TRACK 4 – The transformation of decision-making processes	SPECIAL TRACK 2b – The role of digital technologies in design thinking	SPECIAL TRACK 8b – The entrepreneurial finance landscape in the era of digital technology	GENERAL TRACK 5 – Regional systems of innovation	GENERAL TRACK 6 – Transformation of business models and performance measurement	GENERAL TRACK 7 – Implementing the digital transformation	GENERAL TRACK 8 – Technologies for the digital transformation
	Chair: C. Forza	Chairs: A. Messeni Petruzzelli, S. Magistretti	Chair: F. Tenca	Chair: M. Calderini	Chair: A. Nosella	Chair: G. Zotteri	Chair: P. Pontrandolfo
	Anticipated and anticipatory happiness in product decision-making process	Implementing a digital strategy: learning from the experience of three digital transformation projects	Gender and crowdfunding: how role congruity affects the attraction of local and distant backers	Reviewing value creation in innovation ecosystems: paths towards shared value	Interdisciplinary research has similar funding success when project evaluation is not organized around disciplinary panels	Do not forget about the price tag: a neuroscientific approach to delve into the influence of colour and price reduction on product perception	On the effective introduction and implementation of Cyber Resilient Systems
	(D. Bettiga, L. Lamberti)	(L. Correani, A. De Massis, F. Frattini, A. Messeni Petruzzelli, A. Natalicchio)	(V. Buttici, C. Rossi-Lamastra)	(M. Arena, G. Azzone, G. Piantoni)	(M. Seeber, J. Vlegels, M. Cattaneo)	(M. Mandolfo, L. Lamberti)	(A. Annarelli, F. Nonino, G. Palombi)
	Speaker: D. Bettiga Discussant: N. Flocco	Speaker: A. Messeni Petruzzelli Discussant: F. Artusi	Speaker: V. Buttici Discussant: P. Roma	Speaker: G. Piantoni Discussant: S. Zanni	Speaker: M. Cattaneo Discussant: M. Mura	Speaker: M. Mandolfo Discussant: D. Trabucchi	Speaker: A. Annarelli Discussant: A. Genovese
	Cognitive enterprise: a process management system for the organization of the future	Unveiling the emergence of digital-absorptive capacity: a systematic literature review analysis	Determinants of the exit value in European VC-backed technology companies	Knowledge spillover from university patenting and technological specialization in Italian regions	The effects of performance measurement uses on organizational ambidexterity and company performance	When do matching platforms die? The effects of platforms' density on platform longevity	Cybersecurity in the context of Industry 4.0: how to assess the business impact?
	(G. Elia, A. Margherita)	(L. Ardito, R. Cerchione, E. Mazzola, E. Raguseo)	(A. Cavallo, A. Ghezzi, G. Giudici, B. Montanaro)	(A. Colombelli, A. De Marco, E. Paolucci, G. Scellato)	(M. Mura, M. Longo, P. Micheli)	(G. Dushnitsky, E. Piva, C. Rossi-Lamastra)	(A. Corallo, M. Lezzi, P. Pontrandolfo)
	Speaker: A. Margherita Discussant: D. Bettiga	Speaker: E. Mazzola Discussant: D. Trabucchi	Speaker: B. Montanaro Discussant: V. Buttici	Speaker: A. De Marco Discussant: G. Piantoni	Speaker: M. Mura Discussant: G. Mangialardi	Speaker: E. Piva Discussant: M. Mandolfo	Speaker: M. Lezzi Discussant: A. Annarelli
	Leading innovation through employees' participation: plural leadership in employee-driven innovation practices	The intellectual structure of business model innovation: a co-citation analysis	The signalling effect of disruptive innovation to different venture capital investors	The role of regions in industrial sustainability transition: a European perspective	Business Process Management for innovating the public housing system	Business Model Transparency: do you care how digital platforms use your data?	A review of the circular economy state-of-the art
	(N. Flocco, F. Canterino, R. Cagliano)	(S. Sanasi, A. Ghezzi, A. Cavallo)	(M. Piazza, E. Mazzola, G. Perrone)	(M. Longo, M. Mura, L. Toschi, S. Zanni)	(G. Mangialardi, M. Lazoi, B. Scozzi)	(D. Trabucchi, T. Buganza, A. Patrucco)	(T. Calzolari, A. Genovese)
	Speaker: N. Flocco Discussant: A. Margherita	Speaker: S. Sanasi Discussant: S. Magistretti	Speaker: M. Piazza Discussant: B. Montanaro	Speaker: S. Zanni Discussant: A. De Marco	Speaker: G. Mangialardi Discussant: C. Morlotti	Speaker: D. Trabucchi Discussant: E. Piva	Speaker: T. Calzolari Discussant: M. Lezzi

TIME	PARALLEL SESSIONS 4					
FRIDAY 18 14.30 – 16.15	SPECIAL TRACK 1b – The governance of higher education among systemic performances, new policies and institutional responses Chair: M. Meoli Toward an equitable access to the upper secondary education system (G. Bruno, M. Cavola, A. Diglio, C. Piccolo, S. Positano) Speaker: G. Bruno Discussant: J. Douglass Who gets admitted? The gatekeeper effect in peer accreditation (R. Fini, J. Jourdan, M. Perkmann, L. Toschi) Speaker: R. Fini Discussant: C. Daraio Does the institutional governance model of universities matter for third mission performance? An analysis on spinoff and patenting activities in the Italian context (D. Donina, A. Civera, M. Meoli) Speaker: D. Donina Discussant: J. Otto A multilevel analysis of the technological impact of University-SME joint innovations (G. Murgia, A. Messeni Petruzzelli) Speaker: G. Murgia Discussant: G. Catalano	SPECIAL TRACK 10 – Connected care: embracing value-based healthcare ecosystems through digital innovation Chair: L. Gastaldi Consumer adoption of digital technologies for lifestyle monitoring (L. Gastaldi, D. Bettiga, E. Lettieri, L. Lamberti) Speaker: L. Gastaldi Discussant: C. Di Mauro Evaluating spatial accessibility to regional health systems: evidences from the case of the Campania region (G. Bruno, M. Cavola, A. Diglio, C. Piccolo) Speaker: A. Diglio Discussant: F. Visintin Decision making process leveraging on information technology: the case of INTERCheckWEB (E. Catrini, L. Ferrario, E. Garagiola, F. Schettini, E. Porazzi, E. Foglia) Speaker: E. Foglia Discussant: L. Pellegrini Artificial Intelligence and Fuzzy logic algorithm: the case of contrast agent and hydration in patient with reduced renal functioning (C. Ornago, M. Paganini, F. Milella) Speaker: F. Milella Discussant: E. Lettieri	SPECIAL TRACK 3b – Understanding and running complex systems: issues and methods Chair: S. Cincotti Can agent-based modelling support organizational design in a complex environment? ... (L. Cannavacciuolo, I. Quinto, C. Ponsiglione, S. Primario, G. Zollo) Speaker: I. Quinto, C. Ponsiglione Discussant: L. Ponta Words to votes: political forecasting with the semantic brand score (A. Fronzetti Colladon) Speaker: A. Fronzetti Colladon Discussant: A. Iovanela The influence of distrust on collective decision-making: a simulation study (G. Massari, I. Giannoccaro, G. Carbone) Speaker: G. Massari Discussant: E. Pessot Simulating the firms' performance with an agent-based approach (L. Ponta, G. Puliga, V. Lazzarotti, R. Manzini, S. Cincotti) Speaker: L. Ponta Discussant: I. Giannoccaro	GENERAL TRACK 9 - The transformation of services Chair: S. Vismara Routinizing an innovation: from the vision into the new service's daily practices (F. Artusi, E. Bellini) Speaker: F. Artusi Discussant: M. Cattaneo Professional services in the humanitarian setting: the role of value co-creation in the refugees' social integration (F. Pillitteri, E. Mazzola, M. Brucoleri) Speaker: M. Brucoleri Discussant: F. Artusi Introducing connecting flights in LCCs' business model (S. Birolini, M. Cattaneo, C. Morlotti, R. Redondi) Speaker: S. Birolini Discussant: D. Lanfranchi	GENERAL TRACK 10 – Teamwork: what is new? Chair: E. Piva Are all groups less irrational than individuals? The impact of cognitive trust structure on small groups' anchoring bias (S. Borgatti, F. Nonino, G. Palombi) Speaker: G. Palombi Discussant: F. Bellesia The 'Pibe de Oro' effect: status shifts after collective achievements (A. Natalicchio) Speaker: A. Natalicchio Discussant: G. Palombi The consequences of gender stereotypes on women operating in business contexts (R. Mancuso, C. Rossi-Lamastra, P. Rovelli) Speaker: R. Mancuso Discussant: F. Bertolotti Walking with different shoes: an experimental study on organizational context variety in a Multiple Team Membership environment (F. Bellesia, F. Bertolotti, K. Chudoba, K. Fadel, V. Incerti, E. Mattarelli, P. Ungureanu) Speaker: F. Bellesia Discussant: R. Mancuso	SPECIAL TRACK 7b – Sustainable business models and circular economy Chair: D. Chiaroni Preventing and managing surplus food along the agri-food supply chain: multiple case studies on the role of technology and collaborations (F. Ciccullo, R. Cagliano, G. Bartezzaghi) Speaker: F. Ciccullo Discussant: D. Chiaroni Strategic cooperative behavior in industrial symbiosis: a game-theory approach integrated by agent-based simulation (L. Fraccascia, V. Yazdanpanah, D. Murat Yazan) Speaker: L. Fraccascia Discussant: I. Giannoccaro Walking the tightrope and stirring things up: exploring the institutional work of sustainable entrepreneurs (D. Arenas, M. Struminska-Kutra, P. Landoni) Speaker: P. Landoni Discussant: A. Urbinati Circular economy in the building sector: towards a holistic framework for implementing circular economy business models (A. Urbinati, D. Chiaroni, R. Manzini, F. Khitous) Speaker: F. Khitous Discussant: R. Cerchione