



Sinergie  
SIMA  
Management  
Conference



UNIVERSITÀ DI PISA

University of Pisa  
Department of Economics  
and Management



Sant'Anna  
School of Advanced Studies – Pisa

Scuola Superiore Sant'Anna  
Institute of Management

• **SAVE THE DATE** •

We are proud to announce and invite you to the

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# Sinergie-SIMA 2020 Conference

## GRAND CHALLENGES:

Companies and Universities  
working for a better society

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**25-26 June 2020**  
Pisa, Italy



**sinergie**  
italian journal of management



Società Italiana di  
**MANAGEMENT**

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### THE SINERGIA-SIMA CONFERENCE

**Sinergie** 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 over 30 years' experience and on Sima academic network.

The **Sinergie-Sima 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.

Alternating plenary and parallel sessions will address the conference topics. Key-note speakers will participate in plenary sessions, contributing with their expertise.

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### INVITATION TO SUBMIT FULL PAPERS AND EXTENDED ABSTRACT TO THE 2020 CONFERENCE: **THEME AND OBJECTIVES**

Contemporary societies are at a crossroads: on the one side, governments are under pressure to achieve ambitious economic goals; on the other, economic growth is raising a range of severe social and environmental challenges, which are part of the UN Sustainable Development Goals 2030 Agenda.

**Never before has capitalism been challenged so intensely.**

How can we address these issues without undermining economic growth?

How can firms and universities contribute to more equitable and responsible national and regional development processes through their business strategies and operations? To this end, how do companies interact with non-market actors, including governments and other public organizations?

How can consumers, end users and citizens contribute to the creation and redistribution of value through their actions and decisions?

The 2020 Conference hopes to address these very timely questions through stimulating discussion and to advance the knowledge around two sub-themes:

- ▶ **Company contributions.** This theme focuses on the positive and negative impacts that firms generate on society and the environment. It will include analysis of companies' social responsibilities and responsible investment, along with new forms of social entrepreneurship (e.g. hybrid organizations, B-corps, etc.) through to multi-stakeholder engagement to address key societal challenges. This theme will also include: (i) discussion of the validity of win-win business models (e.g. Bottom of the Pyramid; Creating Shared Value) and the 'business case' approach to corporate sustainability; (ii) analyses of the dark side of companies' strategies and innovative efforts, their wrongful



or otherwise defined irresponsible business conduct via their connections also with distant suppliers in global value chains; (iii) attention to how final consumers are playing increasingly active roles in driving markets, corporate conduct and even governmental policy. This is being achieved, for instance, through individuals' hybrid forms of market interactions (platforms, sharing communities, etc.) and social exchanges and engagement campaigns (social media, activism, etc.).

- ▶ University contributions. For several decades, close attention has been paid to the contribution of universities and public research more generally, to local, regional and national economic development and to innovation processes. More recently, based on the focus on the valorization of research results, the wider context has received more attention as part of the "universities' third mission". This effort is extending knowledge generation and knowledge dissemination beyond academic boundaries, and demonstrating how this is having econo-

mic and social impact beyond traditional types of knowledge transfer such as patents, licenses, new high-tech startups, etc. Universities are pursuing the shift from linear transfer of knowledge from research to external users, towards co-creation of knowledge. Academic institutions need to engage with societal needs and market demands to contribute to recent debates and address the strong critiques of the future of capitalism and calls for an updating of the existing economic paradigm by integrating the UN Sustainable Development Goals. This theme will also include discussion of new knowledge transfer tools to enhance the connections between companies, research organizations and other non-market actors, and discuss the role of universities in the global North and South.

The Sinergie-SIMA 2020 Conference will focus on a contemporary grand societal challenge: that is, how companies and universities can create public value.

Special attention will be paid to socially relevant strategies and related stakeholder/public engagement models that have been developed and implemented.

The conference welcomes both theoretical and empirical qualitative and quantitative contributions.

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## ORGANIZATION OF THE 2020 CONFERENCE

The main topic of the conference will be discussed in alternating plenary and parallel sessions to be held on **Thursday and Friday 25 and 26 June 2020**.

The plenary sessions will centre on contributions from well-known academics and professionals who will participate in the debate as keynote speakers, discussants or interviewees. In the parallel sessions, the full papers, selected in a double-blind peer review, will be presented.

One or more sessions will be dedicated to presentation of extended abstracts to give conference participants the opportunity to present their research and receive comments and suggestions from the session chair and other participants in what hopefully will be constructive discussion sessions.

**The official language of the conference is English.** Submission of full papers and extended abstracts in Italian will be welcome and a selection will be included in specific sessions.

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## TOPICS

Based on the general theme of the 2020 Conference and the two specific sub-themes, we provide below a tentative list of topics that might be addressed by the full papers and extended abstracts:

- Corporate social responsibility
- Social entrepreneurship
- Responsible management
- Responsible finance
- Responsible and green innovation
- Hybrid organizations and B-corps
- Bottom of the Pyramid
- Creating Shared Value
- Corporate sustainability
- Corporate social irresponsibility and wrongdoing
- Corporate corruption
- Sharing economy
- Gift economy
- Social media
- Working consumers
- Consumer activism
- CEO activism

- Social and environmental upgrading in global value chains
  - Greenwashing and symbolic behaviour
  - Consumer communities
  - Knowledge exchange and collaboration
  - Knowledge and technology transfer
  - Knowledge exchange intermediaries
  - Knowledge-based regional development
  - Entrepreneurial universities
- Academic entrepreneurship
  - Student entrepreneurship
  - Universities and knowledge co-creation
  - Academic contribution to Agenda 2030
  - High-tech entrepreneurship
  - Entrepreneurial teaching and learning
  - Stakeholder and public engagement
  - University-Industry cooperation
  - University-industry R&D

Based on the general theme of the 2020 Conference and the two specific sub-themes, we provide below a tentative list of topics that might be addressed by the full papers and extended abstracts:

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

## IMPORTANT DATES



### Deadlines for full papers

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**18 FEB 2020**

Submission.

**22 MAR 2020\***

Notification of peer-review result  
for non-European participants.

**20 APR 2020**

Notification of peer-review result  
for European participants.

**18 MAY 2020**

Submission of revised papers  
for all participants.

### Deadlines for extended abstracts

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**14 APR 2020**

Submission.

**15 MAY 2020**

Notice of inclusion in the  
conference program.

## **PUBLICATION OPPORTUNITIES**

### **Conference Proceedings**

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

The extended abstracts 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 website ([www.sijm.it](http://www.sijm.it)) after the conference. Before uploading the material, it will be edited to ensure quality; the costs of this editing work will be borne by Sinergie.

All paper authors (in the case of multiple co-authors, at least one author) must present the paper and/or the extended abstract during the conference parallel sessions. Failure to present will result in the paper or extended abstract being excluded from the Electronic Conference Proceedings.

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

A selection of the papers addressing the specific theme of the conference (Grand challenges: companies and universities working for a better society) will be made by the Scientific Committee for inclusion in a 2021 Sinergie Italian Journal of Management special issue.

Sinergie is ranked “C” by ANVUR for VQR 2011-2014 and is ranked “A” by AIDEA among Italian business administration journals ([www.accademiaaidea.it](http://www.accademiaaidea.it)).

The papers selected for publication in the special issue will be announced during the concluding plenary session of the conference and their authors will be acknowledged with an award.

Publication in Sinergie Italian Journal of Management is free of charge.

### **Further publication opportunities**

We anticipate that a number of the papers presented at the conference will be eligible for submission to the Journal of Management and Governance (ISSN: 1385-3457 print version - ISSN: 1572-963X electronic version - publisher: Springer) following a fast-track publication review process.

The Journal of Management and Governance is ranked “B” by ANVUR for VQR 2011-2014 and is ranked “A” by AIDEA among Italian business administration journals ([www.accademiaaidea.it](http://www.accademiaaidea.it))

The conference website will provide information on further publication opportunities in the Journal of Management and Governance and other international journals.

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## CONFERENCE REGISTRATION

DELEGATES CAN CHOOSE ONE OF THE FOLLOWING REGISTRATION OPTIONS:

- **Early-bird Registration fee for Sinergie-SIMA 2020 Conference\***,  
special fees for Sima Members

	SIMA MEMBER	SIMA NON-MEMBER
Full and associate professors (VAT included)	€240,00	€350,00
Researchers/assistant professors (VAT included)	€180,00	€280,00
PhD students, fellows and undergraduate students (VAT included)	€100,00	€150,00

\*The registration fee includes all daytime conference sessions, online conference proceedings, lunches, refreshments, the gala dinner on June 25 and (only for individuals with a postal address in Italy) a 2020 subscription to Sinergie Italian Journal of Management.

Bank transfer to the following account: Fondazione Cueim at BNL, Banking  
IBAN IT67W0100511700000000004041—BIC/SWIFT CODE BNLITRR. In addition to personal identification data, please specify the reason for payment (name, surname + Conference 2020).

- **Subscription to Sinergie Italian Journal of Management (year 2020)\*\***

	SIMA MEMBER	SIMA NON-MEMBER
Full and associate professors (VAT included)	€200,00	€300,00
Researchers/assistant professors (VAT included)	€150,00	€250,00
PhD students, fellows and undergraduate students (VAT included)	€90,00	€130,00

\*\*This subscription fee includes (for individual living in Italy) the XXX issues of Sinergie Italian Journal of Management published in 2020 and access to all daytime conference sessions, online conference proceedings, lunches, refreshments and the gala dinner on June 25.

Bank transfer to the following account: Fondazione Cueim at BNL, Banking  
IBAN IT67W0100511700000000004041—BIC/SWIFT CODE BNLITRR. In addition to personal identification data, please specify the reason for payment (name, surname + Sub. Sinergie 2020).

FOR INFORMATION REGARDING CONFERENCE REGISTRATION, PLEASE CONTACT:  
**Annalisa Andriolo (amministrazione@sinergieweb.it)**



## CONFERENCE REGISTRATION

Register on [www.sijm.it](http://www.sijm.it)

- **Registration opens:** 10 January 2020
- **Standard registration fee:** €365,00
- **Early-bird registration deadline:** 31 May, 2020

## GENDER BALANCE AND INCLUSION

Sinergie-Sima 2020 Conference will positively seek to promote gender equality, diversity and inclusion, in line with the University of Pisa Guidelines on Gender Equality.

As conference organisers, we will promote diversity and inclusion including in keynote and featured speakers and in the composition of the Organizing and Scientific Committee. We encourage paper and panel proposers to positively consider diversity and inclusion in abstracts and presenters proposed to the conference.

## SOCIAL EVENT

Sinergie and SIMA will be pleased to invite the first 150 delegates to register to attend a special event (tbd) on 19 June 2020.

## ACCOMODATION

Participants are responsible for arranging their own accommodation. There will be some information on accommodation in Pisa published on the conference website.

## CONFERENCE VENUE

**Università di Pisa** - Polo Didattico Piagge.  
Via Giacomo Matteotti, 56124 Pisa PI, Italia

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## CONFERENCE CHAIRS

**Marco Frey**

Scuola Superiore Sant'Anna, Pisa

**Elisa Giuliani**

University of Pisa

**Sandro Castaldo**

Bocconi University

**Marta Ugolini**

University of Verona



## STAY CONNECTED: **MORE TO COME SOON**

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