



Conference Program

Digital Transformation and Internationalization of Firms: Prospects, Challenges and Future Agenda

University of Rome LUMSA, Palermo Campus

Via Filippo Parlatore, 65, 90145

Palermo, 7-8 February 2019

Thursday, 7th February 2019

20.00-22.30 – Conference Inaugural Dinner

Villa Malfitano Whitaker

Via Dante Alighieri, 167, 90138 Palermo

Friday, 8th February 2019

University of Rome LUMSA, Palermo Campus

Via Filippo Parlatore, 65, 90145

9.00-9.30 – Conference Opening and Addresses

Prof. Gennaro Iasevoli, Vice-Chancellor for Research, University of Rome LUMSA

Prof. Gabriele Carapezza, Head Department of Law, LUMSA Palermo

Prof. Gaetano Aiello, President AIDEA – Accademia Italiana di Economia Aziendale

Prof. Alberto Pastore, President SIMA – Società Italiana di Management

Prof. Riccardo Resciniti, President SIM – Società Italiana di Marketing

Prof. Avv. Giacomo Gargano – President IRFIS-Finsicilia

9.30-10.30 – Keynote Lecture

Presented by Prof. Dries Faems, WHU-Otto Beisheim School of Management

Discussant: Prof. Francesco Zirpoli, University of Venice Ca' Foscari

10.30-11.00 – Coffee/Tea Break

11.00-13.15 – Competitive Sessions (Aula Magna and Aula 2)

13.15-14.30 – Business Lunch



AIDEA



**Società Italiana di
MANAGEMENT**



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Marketing**

Digital Transformation and Internationalization of Firms

14.30-15.45 – Plenary Panel/Symposium Perspectives on Digital Transformation

Panelists:

Alessio Alessi, Amministratore Alessi Pubblicità

Ing. Crescenzo Coppola, TIM Sales Private and Public Campania, Puglia e Basilicata

Dott. Pietro Raffa, Direttore Banca d'Italia, Sede di Palermo

Prof.ssa Maria Maddalena Semeraro, Ordinario di Diritto dell'Economia, Università Magna Graecia

Moderator:

Prof. Giovanni Battista Dagnino, University of Rome LUMSA

15:45-16:00 – Coffee/Tea Break

16.00-17.30 – Competitive Sessions (Aula Magna and Aula 2)

17.30 – End of Conference

Look forward to seeing you in Palermo soon!

The Conference Organizers

Giovanni Battista Dagnino

Gennaro Iasevoli

Alberto Pastore

Riccardo Resciniti

Scientific Committee:

Prof. Gaetano Aiello, University of Florence

Prof. Daniela Baglieri, University of Messina

Prof. Sandro Castaldo, Bocconi University, Milan

Prof. Alberto Di Minin, Sant'Anna School of Advanced Studies, Pisa

Prof. Dries Faems, WHU-Otto Beisheim School of Management

Prof. Michela Matarazzo, Marconi University of Rome

Prof. Arabella Mocciano Li Destri, University of Palermo

Prof. Carmela Schillaci, University of Catania

Prof. Annalisa Tunisini, Catholic University of Milan

Competitive Sessions Program

11.00-13.15 – Parallel Session 1 Aula Magna

Digital Transformation, Platforms, and International Marketing Capabilities

- **Chair: Riccardo Resciniti**, University of Sannio at Benevento
- Leading Digital Transformation through Agile Marketing Capability: The Case of Spotahome, **Ludovica Moi**, and **Francesca Cabiddu**, University of Cagliari – *Paper 1*
- Overcoming the “Nobody-Knows-Anything ” Mantra through Online Customer Reviews and Data Analytics in the Digital Age: The Rise of Research-Driven Online Reviews Platforms (RORPs), **Marcello Mariani**, Henley Business School, and **Satish Nambisan**, Case Western Reserve University – *Paper 2*
- Conceptualising the Influence of Country- and Firm-based Factors on Online Consumer Preferences for Foreign Products, **Michela Matarazzo**, Unimarconi, **Riccardo Resciniti**, and **Federica De Vanna**, University of Sannio at Benevento – *Paper 3*
- Digital Transformation and the International Strategy of the Firm: How Digital Technologies Affect the International Marketing Approach in the Footwear Industry **Antonella Zucchella**, University of Pavia, **Roger Strange**, University of Sussex, and **Cecilia Cerrato**, Flixbus – *Paper 4*
- **Discussants: Clelia Mazzoni**, University of Campania Luigi Vanvitelli (Papers 1 and 2), and **Arabella Mocciano Li Destri**, University of Palermo (Papers 3 and 4)

11.00-13.15 – Parallel Session 2 Aula 2

Digital Transformation, Global Manufacturing, and Blockchain

- **Chair: Alberto Pastore**, University of Rome La Sapienza
- How Industry 4.0 Changes Internationalisation, **Giacomo Büchi**, **Monica Cugno** and **Rebecca Castagnoli**, University of Turin – *Paper 1*
- Factors Affecting Adoption of Additive Manufacturing within Global Factories: The “Research-Production” Dilemma, **Stefano De Nicolai** and **Alessandra Magnani**, University of Pavia – *Paper 2*
- New Companies’ DNA: The Heritage of the Past Industrial Revolutions in Digital Transformation, **Elisa Martinelli**, **Cristina Farioli**, and **Annalisa Tunisini**, Catholic University of the Sacred Heart Milan – *Paper 3*
- Blockchain and Catching-up in Developing Countries: The Case of Financial Inclusion in South Africa, **Roberto Mavilia**, and **Roberta Pisani**, ICRIOS Bocconi University and MEDALics, Research Center for Mediterranean Relations – *Paper 4*
- **Discussants: Mara Bergamaschi**, University of Bergamo (papers 1 and 2), and **Pasquale Massimo Picone**, University of Palermo (papers 3 and 4)

Digital Transformation and Internationalization of Firms

16.00-17.30 – Parallel Session 3 Aula Magna

Perspectives on Digital Transformation and Internationalization

- **Chair: Gaetano Aiello**, University of Florence
- The Nexus of Internationalization and Digitization: What we Know and What We Should Know, **Mara Bergamaschi**, **Cristina Bettinelli**, **Elena Lissana**, University of Bergamo, and **Pasquale Massimo Picone**, University of Palermo
- Digital Transformation and Internationalization: A Complexity Approach, **Laura Castaldi**, University of Campania Luigi Vanvitelli, **Valentina Iscaro**, Alabama A&M University, **Paolo Maresca**, University of Naples Federico II, and **Clelia Mazzoni**, University of Campania Luigi Vanvitelli
- Digital Transformation and the Internationalization of the Firm: The Case of the System of International Control of the Performance in Unicredit, **Angelo Riva** and **Luciano Pilotti**, University of Milan
- **Discussant: Annalisa Tunisini**, Catholic University of Milan

16.00-17.30 – Parallel Session 4 Aula 2

Digital Transformation, Internationalization, and the Social Networks Effect

- **Chair: Daniela Baglieri**, University of Messina
- Do Firms Need to be Social? The Effects of Social Networks on International Export Performance, **Alice Mazzucchelli**, **Roberto Chierici**, **Angelo Di Gregorio**, and **Claudio Chiacchierini**, University of Milan Bicocca
- Effects of Digital Transformation: Social Networks as Sociability Spaces **Roberto Mavilia**, and **Roberta Pisani**, ICRIOS Bocconi University and MEDALics, Research Center for Mediterranean Relations
- **Discussant: Michela Matarazzo**, Marconi University of Rome

NOTE: In bold are reported the names of the papers' authors, session chairs, and discussants

Digital Transformation and Internationalization of Firms

GUIDELINES FOR PRESENTERS, DISCUSSANTS, AND CHAIRS

In order to make the Conference sessions as stimulating and effective as possible with the shared aim to developing the papers in the view for possible submission and publication in high-standing management journals, paper presenters, discussants and chairs are invited to observe the following guidelines.

Sessions 1 and 2 are scheduled to last 2 hour and 15 minutes, session 3 is scheduled to last 1 hour and 30 minutes, while session 4 is scheduled to last 1 hour.

Sessions 1 and 2 will have four papers, while session 3 will feature three papers and session 4 will present 2 papers.

In order to encourage communication and foster the most intense dialogue among all the presenters, we have tried to schedule in each session a mix of papers that are talking with each other. Since all the session **discussants** have been provided with the availability of the full papers that are going to be presented in their sessions well in advance, they are warmly encouraged to have a close look to them and develop three or four key relevant comments on the 2 or 3 papers they have been assigned.

Sessions will start sharply at the time previously announced in the program.

It is the Chair's responsibility to make sure that the presenters are in the room in time and that session set-off schedule is respected.

Paper presenters will have **up to 15-16** minutes to present their papers, with another **7-8** minutes for the discussants and the rest of time allowed for audience discussion.

ELECTRONIC PRESENTATIONS

A beamer and an overhead projector are provided as standard equipment of each room. For those making electronic presentations, for organizational reasons they must be provided to the organizers in advance (**send your presentation to g.dagnino@lumsa.it by no later than February 3rd 2019**). Microsoft PowerPoint will be the standard software used. If your presentation does not match with the lines above, please get in touch with the organizers at your earliest convenience to talk about how to accommodate your special request.

Digital Transformation and Internationalization of Firms

Conference Headquarters

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