



**CALL FOR PAPERS**

**for the Conference on**

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

**University of Rome LUMSA, Palermo Campus**

**Palermo, Friday 8<sup>th</sup> February 2019**

Organizers:

**Prof. Giovanni Battista Dagnino**, University of Rome LUMSA

**Prof. Gennaro Iasevoli**, University of Rome LUMSA

**Prof. Alberto Pastore**, Sapienza University of Rome

**Prof. Riccardo Resciniti**, University of Sannio at Benevento

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

Digital transformation (i.e., internet of things, cloud computing, blockchain, big data, artificial intelligence, machine learning and so on) has turned into a pervasive phenomenon that today individuals and firms of any kinds and size cannot afford to ignore. Actually, digital transformation enables a string of changes in firms' boundaries, processes, structures, roles, and interactions. At the same time, the new wave of (de)globalization influences particularly the radical transformation of supply chains, manufacturing processes, marketing tools, governance mechanisms and organizational strategies. This condition pushes existing firms to look for novel and unexplored growth paths by expanding their operations internationally beyond the traditional boundaries and newly-founded firms to act since their very inception as born-global entities.



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## Digital Transformation and Internationalization of Firms

This conference aims to tackle the compelling challenges of connecting the dots between the two key issues firms cannot escape to deal with: digital transformation and internationalization. We call for papers addressing the many modifications and adaptations that the firm as a whole has to take by redefining its strategies, entrepreneurial processes, innovation routines and governance mechanisms.

We are particularly interested in research work that concerns:

- a) the many facets of how digital transformation drives firm internationalization and vice versa;
- b) the radical or series of incremental changes that digital transformation brings about to firms' guiding principles and courses of action especially when it comes to internationalize;
- c) how firms use digital transformation in various ways especially when it comes to internationalize;
- d) what are the conditions that favour the rise of digital ecosystems and how they are connected to firm internationalization and market entry strategies;
- e) how digital transformation creates new world opportunities for made in Italy;
- f) the impact of digital transformation on cross-cultural and global branding strategies;
- g) how digital transformation influences firm international marketing mix and the design and implementation of web marketing campaigns especially in multicultural contexts;
- l) the linkages between digital transformation and consumer behavior, in relation to the their impact on consumer's evaluation of local, hybrid, and global products and brands;
- m) country image and nation branding in the era of digital transformation.

The conference is intended to catalyze disciplinary investigation on digital transformation and firm internationalization upsurging from the of realms of innovation management, marketing management, strategic management, corporate governance, supply chain and operations management and entrepreneurship, as well as to encourage fruitful cross-disciplinary inquiry at the intersection of the fields reported above.

Colleagues interested in joining this timely debate are invited to submit a **full draft their papers (in the range of 6,000-10,000 words) no later than 30<sup>th</sup> December, 2018** to the attention of the Conference Organizer by using the following e-mail address: [digitaltran@lumsa.it](mailto:digitaltran@lumsa.it)

Authors whose papers have been accepted for presentation at the conference will be notified by **10<sup>th</sup> January 2019**. Among all the papers received, the Organizers and the Scientific Committee will select one or two papers that is/are suitable to receive the Conference Best Paper Award. The Conference Best Paper Award will be bestowed at the conference. The winners of the Best Papers Awards will have their conference fee reimbursed. No more than two Conference Best Paper authors participating to the conference will be liable to receive this benefit.

We are delighted to enlighten that the conference opening keynote lecture will be presented by Dries Faems, Professor for Entrepreneurship, Innovation and Technological Transformation, WHU-

## **Digital Transformation and Internationalization of Firms**

Otto Beisheim School of Management, Germany. Francesco Zirpoli, University of Venice Ca' Foscari, will kindly take the role of discussant.

It may be likely that a few domestic and international journals will be keen on receiving the submissions of (the revised version of) the papers that will be presented at this conference.

To register for the Conference on Digital Transformation and Firm Internationalization all the attendees will pay a reasonable fee of **Euros 65,00** no later than **15<sup>th</sup> January, 2019**.

**No extensions on the conference fee payment will be allowed.**

The conference fee will be paid to the SIMA bank account that follows:

**Società Italiana di Management**

**Unicredit, Agenzia 149**

**IBAN: IT 10 S 02008 05089 000103056784.**

The Conference "Digital Transformation and Internationalization of Firms" will take place in the premises of the **University of Rome LUMSA, Palermo Campus, Via Filippo Parlatore, 65, 90145**, Palermo, during the full day of Friday, 8<sup>th</sup> February 2019. We intend to start the venue on Friday, 8<sup>th</sup> February at 9:00. On the day before Thursday, 7<sup>th</sup> February, a Conference Inaugural Dinner is on schedule. Conference attendees are thus strongly encouraged to plan to arrive in Palermo in the afternoon of Thursday, 7<sup>th</sup> February 2019.

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### **Tentative Schedule**

9.00-9.30 – Conference Opening and Addresses

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 Session(s)

13.15-14.30 – Business Lunch at LUMSA Palermo

14.30-15.45 – Plenary Panel/Symposium

15:45-16:00 – Coffee/Tea Break

16.00-17.30 – Competitive Session(s)

17.30 – End of Conference

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## Digital Transformation and Internationalization of Firms

For any specific request you may have related to the venue, please email the conference organizers, Giovanni Battista Dagnino, [g.dagnino@lumsa.it](mailto:g.dagnino@lumsa.it), Gennaro Iasevoli, [iasevoli@lumsa.it](mailto:iasevoli@lumsa.it), Alberto Pastore, [alberto.pastore@uniroma1.it](mailto:alberto.pastore@uniroma1.it), and Riccardo Resciniti, [resciniti@unisannio.it](mailto:resciniti@unisannio.it).

We look very much forward to seeing you in Palermo in February!

The Conference Organizers

Giovanni Battista Dagnino  
Gennaro Iasevoli  
Alberto Pastore  
Riccardo Resciniti

### Conference Headquarters

LUMSA Università  
Palermo Campus  
Via Filippo Parlatore, 65, 90145, Palermo (Italy)  
Conference e-mail: [digitaltran@lumsa.it](mailto:digitaltran@lumsa.it)



### Conference Sponsors



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### Hotels in Palermo

Though there is no such a thing as a preferred conference hotel, in other files attached to this one we provide specific information on a range of hotels in Palermo that might turn helpful to prospective conference attendees. Conference attendees are expected to take care of making their hotel reservation. **To avoid the difficulties of last-minute booking, we suggest to proceed making reservations at your earliest convenience and, in any case, by the end of the year 2018.**