

JOINT PAPER DEVELOPMENT WORKSHOP

*Internationalization, Entrepreneurship and Innovation:
A Multilevel Perspective*

2ND AEM AND TIM PHD PROGRAMS
UNIVERSITIES OF NAPOLI, BERGAMO, PAVIA

PROGRAM

June 13, 2019

**VENUE: UNIVERSITY OF NAPLES FEDERICO II
SAN GIOVANNI HUB - CORSO PROTOPISANI, 35**

13:00 – 13:30	WELCOME AND REGISTRATION	
13:30 – 14:30	KEYNOTE SPEAKER <i>Prof. Howard E. Aldrich (University of North Carolina at Chapel Hill – USA)</i>	
14:30 - 15:45	PAPER PRESENTATION - PARALLEL SESSIONS	
	Sustainability and Innovation (AULA A) Track chair: MASSIMILIANO VESCI (Univ. of Salerno)	Entrepreneurship (AULA B) Track chair: IVANA QUINTO (Univ. of Naples Federico II)
14:30 - 14:55	RADITYO PUTRO HANDRITO (Ghent University, University of Antwerp, Brawijaya University) <i>The Effect of Power Motive's Discrepancy: on the Sustainability Orientation of Entrepreneurs</i>	GIOVANNA AFELTRA (LIUC University) <i>Social entrepreneurship - The phenomenon of B Corporations and an Italian prospective</i>
14:55 - 15:20	MARTIN MOHR OLSEN (Technical University of Denmark and the University of the Faroe Islands) <i>An academic lead in developing sustainable Arctic communities: Co-creation, Quintuple-Helix and Open Social Innovation</i>	MARIAROSALBA ANGRISANI (Univ. of Naples Federico II) <i>Innovation, Knowledge Transfer and Entrepreneurial Activities in an "Engaged" Higher Education Institution. A Case Study</i>
15:20 - 15:45	BEATRICE RE (Univ. of Bergamo and Univ. of Pavia) <i>Intention and action in the process of internationalization: An exploratory study of six Italian new ventures in the circular economy</i>	TANYA KOLYAKA (Lund University) <i>Bootstrapping's ethics and start-up financing: understanding the individual stakeholders</i>
15:45 - 16:15	BREAK	
16:15 - 17:30	PAPER PRESENTATION - PARALLEL SESSIONS	
	Entrepreneurial skills and competences (AULA A) Track chair: GIOVANNA MAGNANI (Univ. of Pavia)	Innovation (AULA B) Track chair: TOMMASO MINOLA (Univ. of Bergamo)
16:15 - 16:40	BOB BASTIAN (Univ. of Bergamo and Univ. of Pavia) <i>The Kruger-Dunning effect (Unskilled and Unaware) and the darker side of entrepreneurship: A lack of metacognitive skills and inaccurate self-assessments on performance</i>	EDA KOP AYSEGUL (University of Aberdeen) <i>The Use of Social Media Channels for Incremental and Radical Innovations</i>
16:40 - 17:05	YULIA BOYKO (University of Pavia) <i>Entrepreneurial Competencies on Creation and Development Phases: A Multiple-Case Study of On-Incubator Spin-Offs in Ireland</i>	DANIELE LEONE (University of Naples Parthenope) <i>Artificial intelligence as enabler of value co-creation in healthcare. A case study analysis</i>
17:05 - 17:30	JUTTA MÄKIPELKOLA (University of Vaasa) <i>From micro to macro: How dynamic capabilities emerge in food SMEs</i>	ANTONELLA MONDA (University of Salerno) <i>Goal Ambiguity an impediment to Value Co-Creation and Innovation in the Public Sphere</i>

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June 14, 2019

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9:00 – 9:30	INSTITUTIONAL GREETINGS	
	Prof. Alberto De Toni – President of CRUI (Conference of Italian Rectors) Foundation Prof. Francesca Cesaroni (ECSB Greetings) Nina Payen (EIASM Greetings)	
9:30 – 10:45	PAPER PRESENTATION - PARALLEL SESSIONS	
	Market/external context (AULA A) Track chair: ANTONELLA ZUCHELLA (Univ. of Pavia)	Family firms (AULA B) Track chairs: ANTONIO BOTTI (Univ. of Salerno)
9:30 - 9:55	ALIREZA ALERASOUL SAYED (LIUC University) <i>Defensive Strategy of Duplication and Its Application logic in Prospectors Part of Markets: An International Perspective</i>	ATTILIA RUZZENE (University of Bergamo) <i>Corporate Monographies as Narratives of Organizational Identity: A Visual Analysis</i>
9:55 - 10:20	JEANETTE ENGZELL (Uppsala University) <i>Searching For The Swedish Intrapreneur - A Descriptive Study</i>	ELISA CONZ (University of Pavia) <i>Transgenerational succession in long standing family firms: the "Huey, Dewey and Louie" pattern</i>
10:20 - 10:45		KATERINA VASILEVSKA (University of Bergamo) <i>Do families trigger entrepreneurial sustainability? A literature review on family embeddedness perspective and possible relation with corporate sustainability</i>
10:45 – 11:15	COFFEE BREAK	
11:15 – 12:00	KEYNOTE SPEAKER: Prof. R. Parente (Università degli Studi di Salerno)	
12:00 – 13:15	PAPER PRESENTATION - PARALLEL SESSIONS	
	Small and Business Enterprises (AULA A) Track chairs: DAVIDE HAHN (Univ. of Bergamo)	Digitalization (AULA B) Track chair: PIERLUIGI RIPPA (Univ. of Naples Federico II)
12:00 - 12:25	SUSANNA TAVINO (University of Salerno) <i>Indagine sulle PMI italiane nel settore agroalimentare. Innovazione, internazionalizzazione e sostenibilità: limiti e sfide nel paradigma dell'agricoltura 4.0</i>	LESLIE FADLON (University Niccolò Cusano) <i>Management and sustainability: creating shared value in the digital era - Digital disruption and artists' revenues: how internet changed the world of music copyright</i>
12:25 - 12:50	PRISCILLA FERREIRA (University of Padua) <i>Project Risk Management implementation in SMEs: A case study from Italy</i>	CHIARA CRUDELE (University of Salerno) <i>Entrepreneurial Intention of high school students: the impact of Social Media</i>
12:50 - 13:15	SAYED ALIREZA ALERASOUL (LIUC University) <i>The Role of Market-Oriented and Organizational Intelligence on the Performance of High-Tech SMEs in Iran: The Mediating Role of Marketing Innovation</i>	
13:15 - 13:30	CLOSING See you again in Naples to RENT 2020	