



UNIVERSITÀ
CATTOLICA
del Sacro Cuore

**2nd Conference on
Management and Marketing in the Digital Age:
Digital Transformation in Italian SMEs**

*Department of Economics and Business Management Science
Università Cattolica del Sacro Cuore
Milan, Friday 7th February 2020*

Organizers:

Prof. Annalisa Tunisini, Catholic University (Milan)
Prof. Domenico Bodega, Dean School of Economics, Catholic University
Prof. Sandro Castaldo, Bocconi University – President SIMA
Prof. Riccardo Resciniti, University of Sannio at Benevento – President SIM

Scientific Committee

Prof. Gaetano Aiello, University of Florence – President AIDEA
Prof. Paolo Boccardelli, Luiss Business School Roma
Prof. Francesca Cabiddu, University of Cagliari
Prof. Giovanni Battista Dagnino, University of Rome LUMSA
Prof. Daniele Dalli, University of Pisa
Prof. Eleonora Di Maria, University of Padua
Prof. Stefano Micelli, University of Venice
Prof. Maria Rosaria Napolitano, The University of Naples Parthenope
Prof. Tonino Pencarelli, University of Urbino “Carlo Bo”
Prof. Marta Ugolini, University of Verona
Prof. Antonella Zucchella, University of Pavia

Following the success of the 1st Conference on Digital Transformation and Internationalization of Firms, held at LUMSA (Palermo) in 8th February 2019, this 2nd conference on Digital Transformation and Italian SMEs wants to keep alive and develop the scientific debate among scholars of management disciplines about the impact of digitalization on business transformation. In 2020 the focus will be on small and mid-sized enterprises (SMEs) as explained below.

PROGRAM

Digital Transformation in Italian SMEs

The so called “fourth industrial revolution” based on a disruptive set of digital technologies is rapidly and radically altering industries, governments, people, markets, businesses and definitely ways of doing business. We observe how such technological revolution is demanding a rapid pace of change to companies that do not always highlight the same ability and capabilities to understand, capture and manage the opportunities as well as the challenges that are generated by the new digital context. Italian SMEs show a variety of situations: in a few enterprises a rapid effective digital transformation is implemented while in others the adoption of new technologies and changes in their business models are implemented step by step; with regards to many SMEs however entrepreneurs and managers are still trying to understand what new technologies can offer and which economic and management consequences are to be handled. What is rapidly emerging clear to businesses is that a different and dynamic new eco-system is to be embraced and new management and organizational challenges are requested to develop and keep a strong strategic

positioning. The conference is intended to catalyze the scientific thinking and research from the various fields 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.

9.00- 11.00: Aula Pio XI (Largo Gemelli, 1)

9.00-9.20 Welcome

Prof. Domenico Bodega (Preside-Facoltà di Economia)

Prof. Sandro Castaldo (Presidente SIMA)

Prof. Riccardo Resciniti (Presidente SIM)

9.20-10.20

Dott. Gabriele Barbaresco (Direttore Ufficio Studi Mediobanca) "Medie imprese italiane e nuove tecnologie: una distanza da colmare"

Discute: Prof. Roberto Grandinetti (Università di Padova) "Il Made in Italy di fronte alle sfide della quarta rivoluzione industriale"

10.20-10.30

Breve saluto degli Editor delle Riviste Italian Journal of Management, Italian Journal of Marketing, Journal of Management and Governance, Piccola impresa/Small Business

10.30-11.00: Aula Pio XI

Coffee/Tea Break

11.00-13.15: Aula 100, Aula 200 (Via Necchi, 9), **Aula Borsi** (Largo Gemelli, 1)

Competitive Sessions

13.15-14.30: Aula Pio XI

Business Lunch

14.30-16.00: Aula Pio XI

Tavola rotonda

COMAU – Dott. Maurizio Cremonini, Direttore Piattaforma Digital

DIGITAL INNOVATION HUB LOMBARDIA – Gianluigi Viscardi, Presidente DIH

MICROSOFT – Dott. Giacomo Frizzarin, Small, Medium and Corporate Leader

Moderano: Annalisa Tunisini e Giovanni Battista Dagnino

16:00-16.30: Aula Pio XI

Coffee/Tea Break

16.30-17.30: Aula 100, Aula 200, Aula Borsi

Competitive Sessions

Registration

To register for the Conference on Digital Transformation in Italian SMEs all the attendees will pay a reasonable fee of Euros 100,00 **no later than 6th February, 2020.**

The conference fee will be paid to the SIMA bank account that follows indicating "Conference Digital Transformation- Name and Surname":

Società Italiana di Management

Unicredit, Agenzia 149

IBAN: IT 10 S 02008 05089 000103056784

PAYMENT ON CONFERENCE VENUE IS NOT ALLOWED

General information

The Conference “Digital Transformation in Italian SMEs” is promoted by the Department of Economic and Business Management Science – SEGESTA at Università Cattolica del Sacro Cuore in Milan, Largo Gemelli 1. It will take place during the full day of Friday, 7th February 2020. We intend to start the venue on Friday, 7th February at 9:00 at Aula Pio XI (first floor of the main Campus). On the day before Thursday, 6th February, a Conference Inaugural Dinner is on schedule. Conference attendees are thus strongly encouraged to plan to arrive in Milan in the afternoon of Thursday, 6th February 2020.

For any specific request you may have please contact one of the following member of the Catholic University Organizing Committee: Chiara Cantù (chiara.cantu@unicatt.it) Alfredo D’Angelo (alfredo.dangelo@unicatt.it), Rossella Gambetti (rossella.gambetti@unicatt.it), Annalisa Tunisini (annalisa.tunisini@unicatt.it)

We look very much forward to seeing you in Milan!

The Conference Organizers

Annalisa Tunisini, Domenico Bodega, Sandro Castaldo, Riccardo Resciniti



AIDEA



Società Italiana di
MANAGEMENT



Società Italiana
Marketing

SIM Affiliate Conference