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CALL FOR PAPERS
2nd Conference on
Management and Marketing in the Digital Age:
Digital Transformation in Italian SMEs

Department of Economic and Business Management Sciences
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.

CALL FOR PAPERS
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.

We call for papers that can contribute to the debate on the Italian SMEs in managing digital transformation and we are particularly interested in research works related to the following themes:

- New business models in Italian SMEs
- The challenges of sustainable business models for SMEs
- SMEs and technological networks
- SMEs new ecosystems and open innovation
- The implementation and the adoption of IOT and AI to implement SMEs' competitiveness
- Rethinking the business in SMEs: smart connected products and servitization
- Reshaping the SMEs' global value chain
- Smart manufacturing, logistics and SCM in SMEs
- SMEs' getting the most from big data and analytics
- Digital transformation and new marketing and sales approaches in SMEs
- Digital channels and new consumers for SMEs
- Clusters' transition in the digital world
- New Entrepreneurship and digital start up

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.

Submissions

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 30th December, 2019** to the attention of the Conference Organizer by using the following e-mail address: annalisa.tunisini@unicatt.it.

Authors whose papers have been accepted for presentation at the conference will be notified by **13th January 2020**. Among all the papers received, the Organizers and the Scientific Committee will select one paper that is suitable to receive the Conference Best Paper Award. The Conference Best Paper Award will be bestowed at the conference.

Registration

To register for the Conference on Digital Transformation and Firm Internationalization all the attendees will pay a reasonable fee of Euros 100,00 **no later than 15th January, 2020**. No extensions on the conference fee payment will be allowed.

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.

Publication opportunities:

- [Italian Journal of Marketing](#)
- [Sinergie Italian Journal of Management](#)
- Piccola Impresa/[Small Business](#)

General information

The Conference "SMEs in Digital Transformation" 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.

Tentative Schedule

9.00-9.30 – Conference Opening, prof. Domenico Bodega, Prof. Annalisa Tunisini,
9.30-10.30 – (in lingua italiana) Dott. Gabriele Barbaresco (Direttore Ufficio Studi Mediobanca) relatore e
prof. Roberto Grandinetti (Università di Padova), discussant
10.30-11.00 – Coffee/Tea Break
11.00-13.15 – Competitive Session(s)
13.15-14.30 – Business Lunch
14.30-16.00 – Plenary Panel (in lingua italiana)
16:00-16.30 – Coffee/Tea Break
16.30-17.30 – Competitive Session(s)
17.30– End of Conference

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



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