

SUSTAINABLE BUSINESS

MODEL CHALLENGES:

Economic Recovery and Digital Transformation

8.30 - 9.00: Registration of participants

9.00 - 10.30: Plenary Session

Welcome greetings

- **Francesco Bonini:** Rector of LUMSA University
- **Maya Hoveskog:** Professor of Halmstad University and Niels Faber Professor of University of Groningen - NBM Conference Board

Keynote speaker

- **Vittorio Colao:** Minister of Technological Innovation and Digital Transition
- **Silvio Micali:** MIT Professor, recipient of Turing Award and founder of Algorand
- **Silvia De Dominicis:** President and CEO of Johnson & Johnson Medical

Chair: Laura Michellini, Professor at LUMSA University

11.00 - 12.30: Parallel Sessions

12.45 - 13.45: Lunch – Complesso del Giubileo

14.00 - 16.45: Parallel Sessions

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9.00 - 12.00: Parallel Sessions

12.15 - 13.00: Plenary session: Sustainable Business Best Practices - Aula Giubileo

- **Erika Fattori:** Brand & Communication Director - Nexi
- **Alessandro Andrianelli:** Managing Director & Properties Manager - Lush
- **Luca Pereno:** CSR Manager Leroy Merlin Italia
- **Mario Pozzi:** CFO & Internationalization - Regusto

Chair: Gennaro Iasevoli, Professor at LUMSA University

13.15 - 14.30: Lunch - Complesso del Giubileo

14.45 - 16.15: Parallel Sessions

16.30 - 17.15: Awards & Closing Ceremony - Aula Giubileo

- **Alberto Pastore:** Professor at La Sapienza University and co-editor in chief Sinergie – Italian Journal of Management
 - **Romana Rauter:** Professor at University of Graz and Florian Lüdeke-Freund, Professor at ESCP Business School Berlin (NBM Conference Board)
 - **Anna Minà:** Professor at LUMSA University
- Best Paper Awards

Chair: Laura Michellini, Professor at LUMSA University

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