



LUMSA
UNIVERSITÀ



7th International Conference on New Business Models

Sustainable Business Model Challenges: Economic Recovery and Digital Transformation

23rd and 24th of June 2022 – LUMSA University

Wednesday 22nd of June

Complesso del Giubileo - Via di Porta Castello, 44 – [Google Maps](#)

17:30 – 19:00 - Welcome cocktail

Thursday 23rd of June

Aula Magna – Borgo Sant'Angelo 13 – [Google Maps](#)

8:15 - 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 Michelini, Professor at LUMSA University

Live streaming on [LUMSA YouTube channel](#)

10:30 – 11:00 – *Transfer to the parallel sessions*
Piazza delle Vaschette (Rooms 2-3-12-13-24-25) – [Google Maps](#)
Complesso Giubileo - Via di Porta Castello, 44 – [Google Maps](#)

11:00 - 12:30 – *Parallel Session 1*

12:45 - 13:45 – *Lunch* – Complesso del Giubileo

14:00 - 15:30 – *Parallel Session 2*

15:30 - 16:45 – *Parallel Session 3*

*Ore 17:45 – **Networking event: Sistine Chapel Private tour & Dinner Buffet***
Meeting point: Viale Vaticano– Musei Vaticani Entrance – [Google Maps](#)

Friday 24th of June

Registration desk

Complesso del Giubileo - Via di Porta Castello, 44 – [Google Maps](#)

9:00 - 10:30 – *Parallel Session 4*

10:30 - 12:00 – *Parallel Session 5*

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**

13:15 - 14:30 – *Lunch* - Complesso del Giubileo

14:45 – 16:15 - *Parallel Session 6*

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

NBM23 - **Abel Diaz Gonzalez**, Vrije Universiteit Brussels

Chair: Laura Michelini, Professor at **LUMSA University**

[Detailed programme of the parallel sessions](#)



Practical information

Registration desk:

- June 23rd – Aula Magna – Borgo Sant'Angelo 13 – [Google Maps](#)
- June 24th – Complesso del Giubileo - Via di Porta Castello, 44 – [Google Maps](#)

Coffee corners are available in all the parallel session rooms

Participants must wear the mask in all the closed environments