



Società Italiana di
MANAGEMENT



Società Italiana
Marketing



LUMSA
UNIVERSITÀ

**FOURTH DIGITAL TRANSFORMATION
CONFERENCE**

**Phygital Transformation:
Constituents, Challenges and Prospects**
(Blended Edition)

LUMSA University, Complex 'Giubileo'
Via Porta di Castello, 44
Rome, 10-11th February 2022

Organizing Committee

Carmelo Cennamo, Copenhagen Business School
Giovanni Battista Dagnino, LUMSA University
Stefano Denicolai, University of Pavia
Alberto Di Minin, Sant'Anna School of Advanced Studies
Costanza Nosi, LUMSA University

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Riccardo Resciniti, University of Sannio
Annalisa Tunisini, Catholic University of the Sacred Heart
Donata Vianelli, University of Trieste
Antonella Zucchella, University of Pavia

Keynote speakers

Stefano Epifani, President of Fondazione per la Sostenibilità Digitale
Samuele Franzini, Founder & CEO WYTH

Program

Day 1 – 10/02/2022

Ore 14:30 | **Welcome coffee and digital start**

Venue: Room Giubileo

Ore 15:00 | **Opening remarks**

Venue: Room Giubileo

Link Meet: <https://meet.google.com/ngv-qszj-qpd>

- Gennaro Iasevoli, *Prorector of Research and Internationalisation LUMSA University*
- Costanza Nosi, *Delegate to “Third Mission” LUMSA University*
- Michele Pizzo, *President of Accademia Italiana di Economia Aziendale*
- Sandro Castaldo, *President of Società Italiana di Management*
- Angelo Di Gregorio, *President of Società Italiana di Marketing*
- Giovanni Battista Dagnino, *Conference Organizer e Chair Scientific Committee LUMSA Digital Hub*

Ore 15:15 | **Pleanary Session “Phygital: ieri, oggi e domani”**

Venue: Room Giubileo

Link Meet: <https://meet.google.com/ngv-qszj-qpd>

Keynote speech:

- **Stefano Epifani**, *President of Fondazione Sostenibilità Digitale*
- **Samuele Franzini**, *Founder & CEO WYTH*

Round Table: “Phygital as a new marketing and management domain”

- Stefano Denicolai, *University of Pavia*
- Cristina Mele, *University of Naples Federico II*
- Valeria Loliva, *Global Corporate Communication of Hevolus Innovation (International Microsoft Mixed Reality Partner)*
- Danilo Bove, *Digital Content Director of Radio Dimensione Suono S.p.A. (in attesa di conferma)*

Moderator: Carlo Alberto Pratesi, *Roma Tre University*

Ore 16:45 | **Break**

Ore 17:00 | **Parallel Sessions 1**

1.1. Parallel Session: Phygital transformation: current and future issues <i>Chair: Stefano Denicolai, University of Pavia</i> <i>Room Giubileo</i> <i>Link Meet: https://meet.google.com/hnc-dcrh-fra</i>	1.2. Parallel Session: Digital Transformation and Governance <i>Chair: Alberto Pastore, Sapienza University of Rome</i> <i>Room Valori</i> <i>Link Meet: https://meet.google.com/snc-qfdf-ohe</i>
1. Fasano F., La Rocca M., <i>University of Calabria</i>, Physical and digital bank-firm relationship. What the future will be? 2. Greco F., Bifulco F., <i>Federico II University of Naples</i>, Italian cultural startups and the challenge of “phygital” 3. Cugno M., Castagnoli R., Bùchi G., <i>University di Turin</i>, Pini M., <i>Centro Studi Tagliacarne</i>, Moderation effects between openness to Industry 4.0 and openness to export in manufacturing SMEs 4. Mele C., Russo-Spena T., Marzullo M., Di Bernardo I., <i>Federico II University of Naples</i>, Phygital: features and shortcomings of an ongoing transformation	1. Mele S., Izzo F., <i>Luigi Vanvitelli University of Campania</i>, Digital healthcare and stakeholders’ engagement: the case of l’IRCSS “Beta” 2. Dal Mas, F., Denicolai S., Previtali P., <i>University of Pavia</i>, Remote working and firm performance the moderating role of digital orientation 3. Minà A., Costa A., Dagnino G.B., <i>LUMSA University</i>, How do firms prepare for the future? The interplay of digital technologies and strategic leader’s digital mindset

Ore 18:30 | *Day 1 closing of works*

Ore 20:00 | **Gala Dinner**

Day 2 – 11/02/2022

Ore 9:00 | **Parallel Sessions 2**

2.1. Parallel Session: Phygital Transformation of Marketing <i>Chair: Costanza Nosi, LUMSA University</i> <i>Room Giubileo</i> <i>Link Meet: https://meet.google.com/ude-yunu-ban</i>	2.2. Parallel Session: Strategic Management and Exponential Technologies <i>Chair: Anna Minà, LUMSA University</i> <i>Room Valori</i> <i>Link Meet: https://meet.google.com/fet-ziso-yrn</i>
1. Piccioni N., Bartoli C., <i>Sapienza University of Rome</i>, Nosi C., <i>LUMSA University</i>, Phygital events: physical spaces, digital technologies and people's behaviours Evidence from a multiple case analysis 2. Guzzetti A., Crespi R., Belvedere V., <i>Catholic University of Sacred Heart</i>, Are phygital luxury experiences exciting or unnecessary technological gimmicks? A correspondence analysis on shopper-oriented interactive technologies 3. Bartoli C., Bertuccioli F., Mattiacci A., <i>Sapienza University of Rome</i>, Nosi C., <i>LUMSA University</i>, New consumer-brand relationships in the age of phygital. A study on Fashion Luxury. 4. Pusceddu G., Moi L., Cabiddu F., <i>University of Cagliari</i>, Exploring ordinary versus extraordinary customer experience in phygital contexts: a single case study	1. Sanguineti F., Magnani G., Zucchella A., <i>University of Pavia</i>, Digital Transformation in manufacturing: 3D printing and the sustainable management of global value chains 2. La Bruna G., Dagnino G.B., Notarstefano G., <i>LUMSA University</i>, The effect of advanced analytics on firm performance: an empirical analysis of Italian firms 3. Scetinato S., Calandra D., <i>University of Torino</i>, Marseglia R., <i>Ca' Foscari University di Venice</i>, Lanzalonga F., <i>University of Turin</i>, Artificial Intelligence and Healthcare connection: a state-of-the-art discussion among academics and practitioners

Ore 10:30 | **Coffee break**

Ore 11:00 | **Meet the editors**

Venue: Room Giubileo

Link Meet: <https://meet.google.com/siz-nynh-gzb>

- Daniele Dalli, *Italian Journal of Marketing*
- Alberto Di Minin o Paavo Ritala, *R&D Management*
- Giovanni Battista Dagnino, *Journal of Management and Governance*
- Luca Zorloni, *Wired.it*

Moderator: Giovanna Magnani, *University of Pavia*

Ore 12:00 | **Concluding Remarks and Best Paper Awards**

Venue: Room Giubileo

Link Meet: <https://meet.google.com/siz-nynh-gzb>

- Giovanni Battista Dagnino, *Conference Organizer, Chair Scientific Committee LUMSA Digital Hub*
- Stefano Denicolai, *University of Pavia*
- Luca Zorloni, *Wired.it*

Ore 13:00 | **Light Lunch**

Main Partners



Partners



Conference Registration

To register for the Conference all the attendees have to register at SIMA- Società Italiana di Management, by paying a fee of **Euros 100,00 for physical presence** or **Euros 60,00 for distance participation**, before February 4th, 2022.

The conference fee will be paid directly to SIMA by using the following bank details:

Società Italiana di Management

Bank: Unicredit, Agenzia149

IBAN: IT10S0200805089000103056784

Reason: Registration for PHYGITAL TRANSFORMATION-LUMSA

