



UNIVERSITÀ  
DEGLI STUDI  
DI BERGAMO



UNIVERSITÀ DEGLI STUDI  
DI NAPOLI FEDERICO II



UNIVERSITÀ  
DI PAVIA

**3<sup>RD</sup> AEM and TIM PhD Programs Joint Paper Development Workshop**  
**“Entrepreneurship, Innovation, Internationalization: A Multidisciplinary Perspective”**  
**25-26 May 2020, Virtual Workshop**

*In occasion of the 10<sup>th</sup> Anniversary of Foundation of CYFE*



**CYFE**

Center for young  
and family enterprise  
UNIVERSITÀ DEGLI STUDI  
DI BERGAMO

**PROGRAMME**

**Monday 25<sup>th</sup> May 2020**

**14:30-14:40 CEST Welcome and Opening Greetings**

*Lucio Cassia, Chairman of CYFE, University of Bergamo*

**14:40 -15:20 CEST Keynote Speech**

*Howard Aldrich, University of North Carolina, Chapel Hill, USA and CYFE Scientific Committee, University of Bergamo*

*“Getting into Print”*

**15:20-16:40 CEST Parallel Sessions**

Session 1A: Family Business  
Session 1B: Entrepreneurship  
Session 1C: Innovation

**16:40-16:50 CEST Break**

**16:50-17:50 CEST Parallel Sessions**

Session 2A: Family Business  
Session 2B: Entrepreneurship  
Session 2C: Innovation  
Session 2D: Internationalization and Strategic Management

**17:50-18:00 CEST Closing Salutation**

*Pierluigi Rippa, University of Naples Federico II*

**Tuesday 26<sup>th</sup> May 2020**

**14:30-14:40 CEST Welcome and Opening Greetings**

*Tommaso Minola*, Director of CYFE, University of Bergamo

**14:40 -15:20 CEST Keynote Speech**

*Anita Van Gils*, Maastricht University, Maastricht, Netherlands and CYFE Scientific Committee, University of Bergamo

“Innovation in entrepreneurial business families: research opportunities and challenges”

**15:20-16:20 CEST Parallel Sessions**

Session 3A: Internationalization and Strategic Management

Session 3B: Entrepreneurship

Session 3C: Innovation

**16:20-16:30 CEST Break**

**16:30-17:50 CEST Parallel Sessions**

Session 4A: Internationalization and Strategic Management

Session 4B: Entrepreneurship

**17:50-18:00 CEST Closing Salutation**

*Antonella Zucchella*, University of Pavia

For any information contact the workshop organizers:

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## **PARALLEL SESSIONS**

*Monday 25<sup>th</sup> May 2020*

**15:20-16:40 CEST**

**Parallel Sessions 1**

### ***Session 1A: Family Business***

15:20 – 15:40 Attilia Ruzzene “A Multimodal Analysis of Organizational Identity Work: The Case of Barilla” –

Discussant: Elisa Conz

15:40 – 16:00 Katerina Vasilevska “Do work-family initiatives foster corporate entrepreneurship?” Discussant:

Giovanna Campopiano

16:00 – 16:20 Atar Benismael “Analysis of the Succession Process in Family Business and its influence on Strategic directions” – Discussant: Giovanna Campopiano

### ***Session 1B: Entrepreneurship***

15:20 – 15:40 Mary Kathleen Fitzpatrick Burke “Keys to the Kingdom: Knowledge and entrepreneurial ecosystem resilience” – Discussant: Francesco Di Lorenzo

15:40 – 16:00 Summeet Malik “I did it my way! Youtubers balancing the paradox of novelty and conformity”

Discussant: Steve Diasio

16:00 – 16:20 Vivek Kumar Sundriyal “Organizational Managers and their Returns from Entrepreneurship on Re-Entry into Paid Employment: Evidence from the Science & Technology Labor Force (STLF) in Sweden” –

Discussant: Shruti Sardeshmukh

16:20 – 16:40 Fabio Oliveira “The impact of digital transformation on board member’s decisionmaking in private european companies” – Discussant: Thierry Burger-Helmchen

### ***Session 1C: Innovation***

15:20 – 15:40 Federico Noceti “How agile practices drive corporate entrepreneurship: the roles of digital skills and ambidexterity” – Discussant: Thierry Burger-Helmchen

15:40 – 16:00 Niloofar Etemadi “The link between information technology and supply chain collaboration: A systematic literature review” – Discussant: Albachiara Boffelli

16:00 – 16:20 Davide Gamba “Servitization in SMEs: systematic literature review and a future research roadmap” – Discussant: Elena Casprini

16:20 – 16:40 Felix Pinkow “The impact of affect on divergent and convergent thinking: A meta-analysis from an organizational perspective” – Discussant: Mara Brumana

**16:50-17:50 CEST**

**Parallel Sessions 2**

### ***Session 2A: Family Business***

17:00 – 17:20 Rafaela Gjergj “ESG disclosure and cost of capital in family and non-family SMEs” – Discussant: Daphne Halkias

17:20 – 17:40 Ezgi Alp “Value of Shareholder Voting Right and Family Firm Related Mechanisms” – Discussant: Rafaela Gjergji

### ***Session 2B: Entrepreneurship***

17:00 – 17:20 Felix Pinkow “Overfunding of Crowdfunding Projects: Are crowdfunding success factors contributing to overfunding?” – Discussant: Silvio Vismara

17:20 – 17:40 Bob Bastian “Unskilled and Unaware in entrepreneurship: Unknown deficient abilities and a lack of metacognitive skills” – Discussant: Silvia Ivaldi

17:40 – 18:00 Anna Souakri “The discrepancy between VCs and entrepreneurs on the importance of entrepreneurs’ experience” – Discussant: Alice Rossi

### ***Session 2C: Innovation***

17:00 – 17:20 Luis Francisco Miranda Terraza “Bridging Openness and Sustainable-Oriented Innovation: A Systematic Review and Future Research Directions” – Discussant: Wipfler Harald

17:20 – 17:40 Javier Nieto Cubero “Commercialization of Disruptive Innovations: Literature Review and Proposal of Process Framework” – Discussant: Steve Diasio

17:40 – 18:00 Steve Diasio “Innovation Contests: Problem-solvers and Solution-seekers as Bidirectional Approach for Learning and Outcomes” – Discussant: Felix Pinkow

### ***Session 2D: Internationalization and Strategic Management***

- 17:00 – 17:20 Musa Uba Adamu “The Impact of Organizational Characteristics on Corporate Risk Disclosure in the Emerging Countries” – Discussant: Bauer Florian
- 17:20 – 17:40 Davide Lanfranchi “Stochastic Frontier Analysis of Efficiency of US Public P&L Insurance companies” – Discussant: Davide Scotti
- 17:40 – 18:00 Ignat Kulcov “The role of emerging technologies on manufacturing employment” – Discussant: Cristina Ponsiglione

## ***Tuesday 26<sup>th</sup> May 2020***

**15:20-16:20 CEST**

### **Parallel Sessions 3**

#### ***Session 3A: Internationalization and Strategic Management***

- 15:10 – 15:30 Irina Isaeva “Dealing with collaborative partners: How firms use different strategies to manage challenges in a university-industry research center” – Discussant: Alessia Pisoni
- 15:30 – 15:50 Stephane Ruiz “How export intermediary firms use control mechanisms with export firms” – Discussant: Antonella Zucchella
- 15:50 – 16:10 Juan Garcia Alvarez de Perea “Diagnostic and interactive uses of control systems in international franchises” – Discussant: Musa Uba Adamu

#### ***Session 3B: Entrepreneurship***

- 15:10 – 15:30 Mariarosalba Angrisani “Exploring the linkages between Knowledge Management and Digital Technologies in an emergent Digital Community. A network analysis” – Discussant: Summeet Malik
- 15:30 – 15:50 Elettra D’Amico “Mapping Entrepreneurial Ecosystems: Evidence from Italy” – Discussant: Diego Matricano
- 15:50 – 16:10 Davide Vigliani “The venture builder as a new incubation model: An exploratory analysis” – Discussant: Lorella Canavacciolo

#### ***Session 3C: Innovation***

- 15:10 – 15:30 Alessandro Lucini Paioni “Landmarks as lighthouses: firms’ innovation and exit routes during the crisis” – Discussant: Viviek Kumar Sundriyal
- 15:30 – 15:50 Wipfler Harald “Organisational capabilities to avoid lock-in situations in the context of technological shift” – Discussant: Andrew Park
- 15:50 – 16:10 Andrew Park “To reveal or not to reveal? Open Innovation mechanisms within an emerging Personalized Medicine ecosystem” – Discussant: Alessandro Lucini Paioni

**16:30-17:50 CEST**

### **Parallel Sessions 4**

#### ***Session 4A: Internationalization and Strategic Management***

- 16:30 – 16:50 Jude Ndu Edeh “Imitative Behaviour and Speed of Foreign Market Entry of Small and Medium-Sized Firms: An Integrative Framework” – Discussant: Birgit Hagen
- 16:30 – 16:50 Nicolas Tutuba “Business ecosystem governance: The orchestrator-centred governance framework to commercialize beekeeping activities in emerging markets” – Discussant: Mariarosalba Angrisani
- 17:10 – 17:30 Marta Pérez Sigüenza “Internationalization process and Management Control Systems in SMEs: A strong structuration approach” – Discussant: Giovanna Magnani
- 17:30 – 17:50 Jane Quin “Corporate environmental reporting as substantive or symbolic behaviour, evidence from China” – Discussant: Juan Garcia Alvarez de Perea

#### ***Session 4B: Entrepreneurship***

- 16:30 – 16:50 Andrea Panelli “Training Scientists to Act like Scientific Entrepreneurs: A Field Experiment in Italy” – Discussant: Bob Bastian
- 16:30 – 16:50 Alice Rossi “Financial literacy and investment crowdfunding” – Discussant: Felix Pinkow
- 17:10 – 17:30 Daniel Agyare “Valuation of Innovative start-ups: Theory and practice on non-financial drivers” – Discussant: Shruti Sardeshmukh
- 17:30 – 17:50 Yifei Zhang “Conglomerate Firms and Corporate Venture Capital” – Discussant: Michele Meoli