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Contacts

pisb2021@uniurb.it



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UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO



5th PISB Workshop

BEYOND THE CRISIS: WHAT IS THE FUTURE FOR SMALL BUSINESSES?

Challenges, opportunities and lessons learned

3-4 December 2021



AIDEA



PROGRAM

Friday 3 December

15.00 - 15.15 Welcome

Giorgio Calcagnini (*Rector of the University of Urbino Carlo Bo*)

Giuseppe Travaglini (*Director of the Department of Economics, Society and Politics - DESP*)

Francesca Maria Cesaroni (*President of the School of Economics - DESP*)

15.15 - 16.00 Plenary Session

- Introduction

Tonino Pencarelli (*Editor in Chief of Piccola Impresa/Small Business, University of Urbino Carlo Bo*)

Paola Demartini (*Co-Editor in Chief of Piccola Impresa/Small Business, Roma Tre University*)

- Keynote speech

Roberto Grandinetti (*University of Padua, Italy*)

"The future for small businesses and their territories"

16.00 - 16.15 Break

16.15 - 17.45 Parallel Tracks

- Track A

Chair **Massimo Ciambotti**

- Track B

Chair **Elisabetta Savelli**

17.45 - 18:00 Plenary Session

- *Presentation of the GBS project (Gruppo del Bilancio Sociale) - Andrea Venturelli (University of Salento)*

Saturday 4 December

9.00 - 9.30 Plenary Session

- Keynote speech

John Dumay (*Macquarie University, Australia*)

"Rethinking small business strategy during COVID-19: Identifying the *Job to be done*"

09.30 - 11.15 Parallel Tracks

- Track C

Chair **Mara Del Baldo**

- Track D

Chair **Alessandro Pagano**

- Track E

Chair **Federica Palazzi**

- Track F

Chair **Annalisa Sentuti**

11.15 - 11.30 Break

11.30 - 12.00 Closing Session

- *Best paper award of the 5th PISB Workshop*
- *Announcement of the PISB Workshop 2022*
- *Final greetings*