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UNIVERSITÀ  
DEGLI STUDI  
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CARLO BO



AIDEA



## 5<sup>th</sup> PISB Workshop

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

*Challenges, opportunities and lessons learned*

3-4 December 2021

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### Contacts

[pisb2021@uniurb.it](mailto:pisb2021@uniurb.it)

## PARALLEL TRACKS PROGRAM

**Friday 3 December 16.15 - 17.45**

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**Track A Sustainable Business**

**Chair Massimo Ciambotti**

1. Lazzarotti V., Gjergji R., Brunelli S., Sciascia S., Visconti F. "Effective business model adaptations in family SMEs to react to the COVID-19 crisis".
2. Pischedda G., Corsi K., Marinò L., Fadda N. "Sustainable business model and organisational resilience: a case study of an Italian winery enterprise".

3. **Sentuti A., Cesaroni F.** "Do sustainability and food safety stimulate innovation among agri-food entrepreneurs? The experience of Italian innovative startups during the COVID-19 pandemic".
4. **Cavicchi C., Oppi C., Vagnoni E.** "Innovative SMEs' circular economy practices amidst the COVID-19 crisis: A policy incentives focus".

## **Track B** Marketing and Strategies

### *Chair Elisabetta Savelli*

1. **Pilotti L.** "Crisis and resilience in the post pandemic age in searching of emergent trust and commons goods. SME's strategies of adaptation in European Green New Deal for a new multilateralism for peace end equity".
2. **Pagano A., Fortezza F., Bocconcelli R.** "The Role of Serial Crowdfunding in Startup Firms' Innovative Activities".
3. **Gabbianelli L., Pencarelli T.** "The impact of COVID-19 on the client-consultant relationship: a multiple case study".
4. **De Paolis E.** "Is *pasta* just about food? An interpretation of customer needs trough the case study of LIVI srl".

## **Saturday 4 December 09.30 - 11.15**

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## **Track C** Values and Humane Entrepreneurship

### *Chair Mara Del Baldo*

1. **Ceraulo S.** "From values and purpose, to overcome the pandemic: MGA of the "Poliambulatorio Risana"".
2. **Sgrò F., Palazzi F., Ciambotti M.** "What leads to SMEs' continuity?".
3. **Fioravante R., D'anghela M., Del Baldo M.** "From Skin Care to Health Care: Female Entrepreneurship, Profitability and Humanistic Management in Veralab case".
4. **Ghisellini P., Quinto I., Passaro I., Ulgiati S.** "Exploring the role of circular start-up in promoting a more sustainable and humane entrepreneurship within the circular economy".

## **Track D** COVID Impact on SMEs: Resilience and Recovery Strategies

### *Chair Alessandro Pagano*

1. **Francioni B., Curina I., Cioppi M.** "The impact of COVID-19 on SME's entrepreneurial elements".
2. **Savelli E., Murmura F., Pierli G.** "Growth Strategies and Diversification Processes as a Response to the Pandemic Crisis: an Italian Multiple Case Study".

3. Bosone M., Evangelista P, Hallikas J., Kähkönen A-K., Lintukangas K, Immonen M. "Managing small firms during Coronavirus pandemic: A survey on the Italian medical device industry".
4. Rivetti F., Rossi C., Fiore G. "The antifragility-opportunity nexus. Empirical evidences at the time of COVID-19".

## **Track E** COVID and Business Crisis

### *Chair Federica Palazzi*

1. Riva P., Garelli A. "NFI for Early-Warning. CSR Directive and Insolvency Directive: Their composed impact on SMEs. Searching for a new model".
2. Di Toma P., Lazzini A. "“IT- COULD - WORK!!” Multistakeholders Governance Mechanisms for Firms Regeneration. An Opportunity for SMEs in Times of Crisis".
3. Chamochumbi D., Ciambotti M., Del Baldo M., Palazzi F. "Innovation and covid-19: evidence from Italian medium-sized firms".
4. Riza I., Băndoi A., Sitnikov C., Tănasie A. "The impact of COVID-19 effects on the life cycle of Romanian SMEs".

## **Track F** Cross-Cultural Contexts

### *Chair Annalisa Sentuti*

1. Farina V., Lanciano E., Previati D. "European Small and Medium-Sized Enterprises in the pandemic context. Vulnerabilities, EU response, next challenges".
2. Demartini P., Aureli S., Del Baldo M. "“Next generation Italia” and culture interventions in small historical towns: from opportunities to actions?".
3. Bua I., Mazzucchelli A., Chierici R., Bosisio J., Di Gregorio A. "SMEs and internationalization: managing social media storytelling in a cross-cultural context".
4. Bassani G., Sentuti A. "A systematic literature review of the early empirical research on COVID-19 and SMEs".