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AIDEA



# NEW PERSPECTIVES AND INTERDISCIPLINARY APPROACHES TO ENTREPRENEURSHIP

Urbino, 19-20 May 2023

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## PARALLEL TRACKS PROGRAM

Friday 19 May 15.30 - 17.30

**Track A Innovative SMEs and Start-up (Aula 11) Chair Federica Palazzi**

<https://uniurb-it.zoom.us/j/83680552718?pwd=UGNTREVZL1hnTXBkZ011RElZL1INZz09>

ID riunione: 836 8055 2718

Passcode: 258977

1. **Paoloni P., Modaffari G.** “Equity crowdfunding platforms to support innovative small business: the Italian scenario”.
2. **Palazzi F., Sentuti A., Vannoni V.** “Innovative startups and social goals: how far are Italian firms from an effective impact”.
3. **Dominidiato M.** “Impact of resource interaction between a startup and a medium-sized company in a business network”.
4. **Kuura A., Tomast R.** “Design(ing) for the benefit of entrepreneurship”.
5. **Francioni B., Curina I., Cioppi M., De Cicco R., Sigismondo G.** “The role of Educational Digital Content Marketing on improving small firms’ brand awareness and engagement”.

**Track B Sustainability and circular economy (Aula 12) Chair Mara Del Baldo**

<https://uniurb-it.zoom.us/j/89585411428?pwd=WGttYUJWNVlVlJGK3FzVHNRdmRqdz09>

ID riunione: 895 8541 1428

Passcode: 495443

1. **Cavicchi C., Borghesi M., Trincanato E., Bonnini S., Vagnoni E.** “Effects of resource-efficiency practices on carbon neutrality and economic performance of European service-based SMEs”.
2. **Murmura F., Savelli E., Pierli G., Vedovi V.** “The circular economy in the restaurant sector. The qualitative multiple case study of Piadinerias in Pesaro”.
3. **Di Toma P., Correggi C.** “Integrating ambidexterity and family governance for business model innovation: a case study”.
4. **Nilson H., Sentuti A., Cesaroni F.** “Sustainability practice in Scanian first-generation family firms”.
5. **Correggi C., Di Toma P.** “Sustainable Business Models: the Role of a Collaborative and Integrated Supply Chain”.

**Track C Entrepreneurship and networks (Aula Blu) Chair Alessandro Pagano and Roberta Bocconcelli**

<https://uniurb-it.zoom.us/j/7391547565?pwd=TVc4RE4rNmxtckl5YzAxUIRkK0czZz09>

ID riunione: 739 154 7565

Passcode: xNd08e

1. **Mutignani F., Bocconcelli R., Pagano A.** “Entrepreneurship & Networks: A literature review”.
2. **Buratti N., Albanese M.** “Community Entrepreneurship: a literature research agenda”.
3. **Demartini P., Marii A.** “What can we learn from the first ‘like meat’ business Made in Italy? New Business Models with a Focus on the Circularity of the Vegan Production”.

4. Makarova M., Depperu D., Sirianni C., Cambrea D.R. "The antecedents of entrepreneurial intention: A study of Albanian university students".
5. Ruisi M., Cosenz F., Damiano R. "Enhancing SMEs' resilience-building processes through business model innovation. A systemic perspective to face entrepreneurial challenges in times of crisis".
6. Mauro S., De Chiara A., D'Auria A. "The profile of the Sustainable entrepreneur".
7. Strano M.G., Rinaldi S. "Russia-Ukraine invasion: a study on the geopolitical and energetic scenarios and the effects on the Italian SMEs".

**Saturday 20 May 10.00 - 12.00**

**Track D Entrepreneurship, crisis and food safety (Aula 12) Chair Massimo Ciambotti**

<https://uniurb-it.zoom.us/j/84751729675?pwd=SEVOTzJvYXMOTDIZbUZlUzE0QT09>

ID riunione: 847 5172 9675

Passcode: 975301

1. **Cesaroni F. M., Chamocho Diaz D. G., Palazzi F., Sgrò F.** “Food safety: Exploring the agrifood Italian case”.
2. **Savelli E., Murmura F., Pierli G.** “Crisis Management in SMEs: an empirical analysis in the Marche region”.
3. **Del Baldo M., Ciambotti M., Giampaoli D., Sentuti A.** “Food safety and Innovation in Italian Agri-Food Enterprises”.
4. **Lucarno M., Ceschel F., Marchiori M., Tunisini A.** “Tensions in SMEs' Networks for Sustainable Entrepreneurship: An Insight into Times of Crisis”.
5. **Travasi A., Mutignani F.** “How Rural Entrepreneurship Benefits from Organic Consumers' Personal Values for Peripheral Areas Development. The Case of Girolomoni”.

**Track E Women, diversity and family firms (Aula Blu) Chair Francesca Maria Cesaroni and Annalisa Sentuti**

<https://uniurb-it.zoom.us/j/7391547565?pwd=TVc4RE4rNmxtckl5YzAxUIRkK0czZz09>

ID riunione: 739 154 7565

Passcode: xNd08e

1. **Floris M., Atzori R.** “Looking for factors doing migrant women successful entrepreneurs. An exploratory study”.
2. **D'Allura G., Floris M.** “Fostering Women Entrepreneurship under the lens of Agenda 2030. A closer look based on a systematic literature review”.
3. **Schifilliti V., La Rocca E. T.** “Does the sector matter? Italian Innovative SME's and Board Gender Diversity: impact on firms' performance”.
4. **Bannò M., D'Allura G.** “Women Entrepreneurship under the lens of Social Theory: The Italian case”.
5. **Gjergji R., Carbone E., Lazzarottu V., Sciascia S., Visconti F.** “Transgenerational entrepreneurship in family firms: uncovering the potential of family successors”.
6. **Pezzolo M., Del Baldo M., Ascoli U.** “Review on the digitalization of occupational welfare services in Italy before and after the COVID-19 pandemic”.

**Track F Digitalization and Innovation (Aula 13) Chair Elisabetta Savelli and Emanuela Conti**

<https://uniurb-it.zoom.us/j/85389839469?pwd=SEkrZWpvODBOTXllRG41UmVORVJEZz09>

ID riunione: 853 8983 9469

Passcode: 020179

1. **Conti E., Savelli E., Bocconcelli R.** “How does communication in SMEs change in the digital era? Some insights from the entrepreneurial perspective”.
2. **Mammadov H., Del Baldo M., Romero I.** “Obstacles and enablers of the adoption of E-commerce in SMEs”.
3. **Handley K.** “A case study of social impact evaluation in a regional non-profit organisation: Identifying challenges”.
4. **Galvani S., Carloni E., Aiudi A.** “Rethinking business models for sustainability-oriented innovation: implementing collaborative logistics in manufacturing SMEs”.
5. **Nadotti L., Vannoni V.** “Financing innovative SMEs: has any progress been made?”.