



1506
UNIVERSITÀ
DEGLI STUDI
DI URBINO
CARLO BO



FONDAZIONE
ISA MARCHINI

Innovative processes in SMEs between deglobalization, digitalization and sustainable development

7th PISB Conference

Urbino (Italy), 14th-15th May 2026

ASPI - Piccola Impresa/Small Business

CRIMPI - Centro di Ricerca su Imprenditorialità e Piccole-medie Imprese
(Research Centre on Entrepreneurship and Small-medium firms)

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Contacts:

PARALLEL SESSIONS PROGRAM

Thursday, May 14th – 4:00-5:30 P.M.

Session “Business Model Innovation for Sustainability”

Chair Massimo Ciambotti – Aula 11 (in person)

1. **Di Toma P., Correggi C.** “Unpacking the Dynamic Capabilities Behind Technology-Enhanced Sustainable BusinessModels: A Two-Step Analysis of a Vertical Farming Case”.
2. **Balboni B., Gabbianelli L., Kocollari U., Bertacchini F.** “Business model reconfiguration through Circular Economy: Exploring the role of 5Rs in shaping product, process, and marketing innovations of SMEs”.
3. **Tomasetig M., Marinelli C., Chiarvesio M., Bortoluzzi G.** “Supplying Artificial Intelligence: Business Model Innovation and Market Shaping by Digital SMEs”.

Session “Practices and Models for the Circular Economy”

Chair Paola Demartini – Aula Amaranto (in person)

1. **Aureli S., Mobasser A.** “Barriers and Drivers of Circular Economy Adoption Among SMEs in the Packaging Industry: A Systematic Literature Review”.
2. **Sonetto A., Tommaso S., Pastore P., Ricciardi A.** “Rethinking Startup Incubation Models for the Circular Economy: Insights from an Italian Case”.
3. **Correggi C., Demaria F., Mauro S. G., Di Toma P.** “Micro and Small Businesses Grappling with the Circular Economy”.
4. **Polo S. C., Ezza A., Pishedda G., Siotto S.** “Circular Economy and Sustainability in Sardinia’s Textile Sector: Results from a Cluster Analysis”.

Session “Strategies, Innovation and Market Dynamics in SMEs”

Chair Barbara Francioni – Aula 13 (in person)

1. **Romoli A., Ercoli L., Cardinali S., Severini S.** “Reverse Mentoring as a Strategic Managerial Lever: Insights from an ADO–TCM Systematic Review”.

2. **Ubaldi B., Bravi L., Musso F., Murmura F., Pierli G.** “Relational Governance and Franchisee Loyalty in International Retail Networks: A Qualitative Single Case Study”.
3. **Conti E., Pallucca F., Bottenghi M., Sani D.** “Social sustainability practices and stakeholder engagement: evidence from SMEs in the furniture sector”.
4. **Francioni B., Aiudi A., De Cicco R., Curina I., Dini M., Cioppi M.** “Unpacking brand activism in B2B markets: insights from Italian SME decision-makers”.

Session “Navigating the Future: Digital Routes for SMEs”

Chair Francesca Sgrò – Aula 12 (online and in person)

1. **Veglio V., Romanello R.** “Supervised Machine Learning Techniques for International Customer Segmentation”.
2. **Buonsante N. I., Colapinto C., Finotto V., Pavan D.** “Digitalisation as wayfinding: Design Thinking as a Diagnostic Tool for SME Transitions”.
3. **Tahrouch M., Segdali M., Hadaf I.** “The Success of Digital Transformation in SMEs: Challenges and Issues State of the Art”.
4. **Habib A.** “Innovative Processes in SMEs between Deglobalization, Digitalization, and Sustainable Development: Inclusive and Gender-Sensitive Pathways for Responsible Innovation”.
5. **Mafrolla E., Spinnato R., Ventrella G.** “Artisan Entrepreneurship and Tourism Competitiveness: A Study on Apulian Handmade Products”.
6. **Petrucci F., Mutignani F.** “Human Resources as Network Resources: Development and mobilization in Public–Private Innovation Projects”.

Thursday, May 14th – 5:30-7:00 P.M.

Session “Tourism & Local Development”

Chair Ilaria Curina – Aula Amaranto (in person)

1. **Cerquetti M., D’Urso D., Ferrara C.** “Facing the Triple Transition in the Context of the NRRP: Evidence from Cultural and Tourism SMEs Involved in the Montalto MetroborgoLab Project”.
2. **Splendiani S., Testa G., Giraldi L., Mencarelli C.** “Drivers of Sustainable Innovation in Tourism: The Role of Eco-Entrepreneurs in European Small-Sized Accommodations”.
3. **Migliaccio G., Mozzillo M.** “The size of Italian Hotels and their Performance: Some Evaluations Compared with Cluster Analysis”.
4. **Pencarelli T., Fraboni C., Cesaroni F.M.** “Experience-Based Entrepreneurship in Organised Tourism: The Case of CREO Travel”.

Session “Digital Transformation and Strategic Impacts”

Chair Laura Bravi – Aula 13 (in person)

1. **Umar R. M., Tomasetig M., Chiarvesio M.** “Impact of Industry 4.0 adoption on SMEs’ international performance: The Mediating Role of Dynamic Capabilities”.
2. **Di Marco E., Evangelista P.** “Digital Dependency Risk in Italian SMEs: Platforms, Proprietary Infrastructures, and Territorial Divides”.
3. **Forlani F., Picciotti A., Di Blasi S. R., Tili E.** “Digital Innovation and Online Positioning in Traditional SMEs: A Fuzzy-Set Analysis of the Italian Truffle Market”.
4. **Cantù C.** “Strategizing in the entrepreneurial process during periods of chaos”.

Session “Entrepreneurship: Culture, Identity and Inclusion”

Chair Emanuela Conti – Aula 11 (in person)

1. **Demartini P., Cipriano M. A., Soriano S.** “Algorithms and Artistic Sensibility: How Aesthetic Emotions Drive Collective Storytelling in a FinTech Venture”.
2. **Lanciano E., Previati D. A., Ricci O., Velcherean G. N.** “Shaping young entrepreneurship: the role of financial literacy and digital attitudes”.
3. **Rezki S., Zayer C., Jaoual O.** “Entrepreneurial Leadership as a Behavioral Conduit for Social Mission-Oriented Entrepreneurship”.
4. **Azizi Z.** “Empowering Women Entrepreneurs in Tunisian SMEs: Challenges, Opportunities, and Growth Levers”.
5. **Borin E., Rossato L.** “The Role of Cultural-Intellectual Capital in Equity Crowdfunding Startups for Cultural Heritage”.
6. **Cesaroni F. M., Sentuti A.** “Investigating the identity work of cultural entrepreneurs in peripheral areas”.

Session “Governance and Management Systems for Sustainable SMEs”

Chair Valeria Vannoni – Aula 12 (online and in person)

1. **Depperu D., Sambuchi M. R., Galavotti I.** “How Do Benefit Corporations Make Strategy? A size-based contingency perspective from Italian firms”.
2. **Paoloni P., Modaffari G., Ilevolella S.** “Does board structure matter? Signaling effects in SME equity crowdfunding campaigns”.
3. **Paoloni P., Cosentino A., Modaffari G., Piedepalumbo P.** “Exploring ESG Sensitivity in SMEs: Accounting and Governance Implications”.
4. **Harničárová M., Šenková A., Roth S.** “CSR, Localism and Sustainable Practices in Tourism SMEs: Insights from a Slovak Case Study”.
5. **Cavicchi C., Vagnoni E., Deseri L.** “The Green Trickle-Down: Transforming CSRD Compliance into Competitive

Advantage for a Textile SME”.

6. **Sgrò F., Palazzi F., Chamochoyumbi Diaz D. G., Gaudenzi G.** “Consultants as change agents: enabling the integration of sustainability into SMEs’ management control systems”.

Friday, May 15th – 9:30-11:00 A.M.

Session “Sustainability, ESG and Regulatory Compliance”

Chair Federica Palazzi – Aula Amaranto (in person)

1. **Iannone B., Di Giampietro M.** “Ecosystem Orchestration, Intellectual Capital and Sustainable Innovation in SMEs: An Exploratory Study of the Mediating Role of Relational Capital”.
2. **Savelli E., Gissi V.** “Labels, certifications, and sustainable consumption: evidence from organic food markets and implications for SMEs”.
3. **Berti A., Catenacci C.** “Credit Rationing for SMEs in the 2015–2025 Period: Empirical Evidence, Failures, and the Evolution of the Regulatory and Normative Framework”.
4. **Vella I., Savelli E., Ortiz Hernández E.** “GDPR compliance and digital practices in luxury furniture retail: a qualitative exploratory study”.
5. **Vannoni V., Boldureanu G., Carli P.** “ESG Risk Management in SMEs: A Case Study from Italy”.

Session “Understanding Innovation in Entrepreneurial Contexts”

Chair Roberta Bocconcelli – Aula Blu (in person)

1. **Rivetti F., Rossi C.** “Gender and Innovativeness Profiles in Italian Innovative Start-Ups”.
2. **Tiberio U.** “Project Management Without Jargon: A Progressive Governance Framework for SMEs”.
3. **Cattaruzzo S., Corò G.** “The Market Space: a new complexity lens on firm internationalization”.
4. **Dominidiato M., Tunisini A.** “Connecting for Circularity: Inter-Organizational Relationships in SMEs’ Transition Toward Circular Business Models”.

Session “Embracing Innovation and Complexity”

Chair Alessandro Pagano – Aula 13 (online and in person)

1. **Kolesárová S., Juran V., Šenková A., Šambronská K., Kormaníková E.** “The Impact of Innovation and Loyalty Programmes on Building Customer Loyalty: A Hilton case study”.
2. **Šaffová I., Matušíková D., Dzurov Vargová T.** “Digital passportization in the context of digitalized consumer travel behavior”.
3. **Matušíková D., Šaffová I., Dzurov Vargová T.** “Digital passportization and the perception of digital nomadism: a perspective on flexible travel”.
4. **Pilotti L., Ferrara Massari A.** “AI between (post) management impacts and predictive decisions. Towards trans-disciplinarity and algo-ethics for sustainability as new rationality? Some comments”.
5. **Tomast R., Kammer G., Kuura A.** “Design Thinking in Development of Regional Entrepreneurial Innovation

Ecosystems”.

Session “Family Business: Relationships, Identity and Value Creation”

Chair Francesca Maria Cesaroni – Aula 11 (online and in person)

1. **Trevisiol L., Sciascia S., Minelli E. A.** “Siblings’ relationship in family business: a systematic review and agenda for future research”.
2. **Vazzoler I., Magrelli V., De Massis A.** “Belonging as the Microfoundation of Entrepreneurial Ecosystem Cohesion: A Mechanism-Based Account”.
3. **Paoloni P., Procacci V., Ievolella S.** “Value Creation in Family-Owned SMEs: A Multi-Layered Analysis from the Italian Food Service Sector”.
4. **Ferrari F.** “Generational Leadership, Identity Dynamics, and Organizational Practices in Sino-Italian Family SMEs”.
5. **Castrogiovanni A., Martinelli E.** “Entrepreneurial leadership and adaptive innovation: studying SMEs under persistent turbulence”.