



1506  
UNIVERSITÀ  
DEGLI STUDI  
DI URBINO  
CARLO BO



FONDAZIONE  
ISA MARCHINI

## Innovative processes in SMEs between deglobalization, digitalization and sustainable development

### 7<sup>th</sup> PISB Conference

Urbino (Italy), 14<sup>th</sup>-15<sup>th</sup> 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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## PARALLEL SESSIONS PROGRAM

**Thursday, May 14<sup>th</sup> – 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)**

**Link: <https://uniurb-it.zoom.us/j/82032170174?pwd=VWPs9pd29yazvLmRsec4p3qoWP6emU.1>**

**ID: 820 3217 0174**

**Passcode: 399873**

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 14<sup>th</sup> – 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 “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 “Digital Transformation and Strategic Impacts”

Chair Laura Bravi – Aula 13 (in person e online)

Link: <https://uniurb-it.zoom.us/j/86723099324?pwd=DOcNSZRYo8GYCeJDDoafPJnLANfTFB.1>

ID: 867 2309 9324

Passcode: 087998

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” (online).

## Session “Governance and Management Systems for Sustainable SMEs”

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

Link: <https://uniurb-it.zoom.us/j/88237303262?pwd=UNeBZQyJRdfaCAyNzBno4slQxKEDWq.1>

ID: 882 3730 3262

Passcode: 914002

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., Ievolella 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., Chamochochi Diaz D. G., Gaudenzi G. “Consultants as change agents: enabling the integration of sustainability into SMEs’ management control systems”.

**Friday, May 15<sup>th</sup> – 9:30-11:00 A.M.**

### **Session “Sustainability, ESG and Regulatory Compliance”**

**Chair Federica Palazzi – Aula Amaranto (in person)**

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

### **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)**

**Link:** <https://uniurb-it.zoom.us/j/82053096154?pwd=NzN5q5PssfiD1IPAlubboPyLuz6DPI.1>

**ID:** 820 5309 6154

**Passcode:** 530967

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 algor-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)**

**Link: <https://uniurb-it.zoom.us/j/82867568546?pwd=V7Mgf9y0sO1jnpWKjXxebMz0fx0GbZ.1>**

**ID: 828 6756 8546**

**Passcode: 140141**

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".