

XXVII Riunione Scientifica Annuale dell'Associazione italiana Ingegneria Gestionale

Higher Education and
Socio-Economic Development



13-14
October 2016

Università degli studi di Bergamo

Aula Magna Ex convento Sant'Agostino - Ex Collegio Baroni

SCIENTIFIC PROGRAM

Thursday 13th

Venue: Aula Magna Chiesa Sant'Agostino, Via della Fara, Bergamo

- 09.30 – 10.30** Registration and Welcome Coffee – Aula Magna Chiesa Sant'Agostino
- 10.30 – 11.00** Welcome and opening address
Remo Morzenti Pellegrini – Rector of the University of Bergamo
Andrea Vinelli – President AiIG
Chairman: **Lucio Cassia** – University of Bergamo
- 11.00 – 12.30** Plenary Session
John Aubrey Douglass – University of California Berkeley
Stefano Paleari – University of Bergamo
Chairman: **Alberto De Toni** – Rector of the University of Udine
- 12.30 – 13.15** Light Lunch – Chostro Piccolo S. Agostino

Thursday 13th | 13.30 – 15.30 | Venue: Complesso Collegio Baroni, Via Pignolo 123, Bergamo

	ROOM 7 (floor -1)	ROOM 8 (floor -1)	ROOM 9 (floor -1)	ROOM 10 (floor -1)	ROOM 11 (floor -2)
	1 – Investment and capital markets	2 – Supply Chain, logistics and transportation	3 – Sustainable management	4 - Entrepreneurship	5 – Thematic Track: Public Service Innovation (A)
Chairman	Alberto Nastasi	Andrea Vinelli	Raffaella Cagliano	Giovanni Perrone	Guido Capaldo
Paper 1	M. G. Colombo, D. D'Adda; A. Quas <i>The demand of venture capital in Europe: does location matter?</i>	A. Moretto; V. Maestrini; L. Gelsomino; F. Caniato; A. Perego; S. Ronchi <i>Towards a Total Cost Approach in Supply Chain Finance: an Application to Reverse Factoring</i>	M. Bruccoleri; E. Mazzola; G. Sferlazzo <i>Social sustainability practices and operations management: an empirical study of Italian equestrian centers</i>	P. Del Vecchio; V. Ndou; G. Mele; G. Passiante <i>Knowledge-intensive Entrepreneurship and Big Data: Implications for Smart Tourism Destination</i>	A. Avenali, A. Boitani, G. Catalano, G. Matteucci <i>Rail versus bus local public transport services: an efficiency benchmarking methodology</i>
<i>Discussant 1</i>	<i>J. Kotlar</i>	<i>P. Barbieri</i>	<i>A. Ancarani</i>	<i>P. Centobelli</i>	<i>R. Marzano</i>
Paper 2	M. G. Colombo; D. D'Adda; P. Malighetti; A. Quas; S. Vismara <i>Venture Capital is in the air: the impact of Venture Capital monitoring in Europe</i>	V. Maestrini; D. Luzzini; F. Caniato; P. Maccarrone; S. Ronchi <i>The impact of supplier performance measurement system use on supplier performance: the mediation effect of relationship trust</i>	G. Orzes; F. Jia; M. Sartor; G. Nassimbeni <i>The effects of the ethical certification SA8000 on firm performances: A secondary data analysis</i>	V. Butticè; D. Noonan <i>Do not bite off more than you can chew: Side Effects of Crowdfunding on Entrepreneurial Performances</i>	D. Agostino, M. Arnaboldi <i>Social media implementation in higher education institutions between mimicry and professionalism</i>
<i>Discussant 2</i>	<i>R. Manzini</i>	<i>F. Visintin</i>	<i>V. Chiodo</i>	<i>U. Panniello</i>	<i>G. Capaldo</i>
Paper 3	D. Battaglia; P. Neirotti; E. Paolucci <i>R&D investments and export: an ambidexterity perspective on the impact on SMEs' growth</i>	A. Avenali; V. Bracaglia; T. D'Alfonso; P. Reverberi <i>Incentives to airline-High Speed Rail cooperation under hub congestion: an antitrust perspective</i>	M. Arena; G. Azzone; I. Bengo; M. Calderini <i>Banks and Social Enterprises: are they easy partners?</i>	B. Matassini; E. Piva <i>Time allocation patterns of entrepreneurs: the influence of individual entrepreneurial orientation</i>	P. Garrone, L. Grilli, R. Marzano <i>Incentives to water conservation: comparing price and reward effects through stated preferences</i>
<i>Discussant 3</i>	<i>A. Messeni Petruzzelli</i>	<i>R. Redondi</i>	<i>D. Rigamonti</i>	<i>G. Scellato</i>	<i>M. Pezzoni</i>
Paper 4	F. Bertoni; A. Quas <i>The electoral cycle of government venture capital investments</i>	P. Centobelli; R. Cerchione; E. Esposito; M. Raffa <i>Green initiatives in logistics service providers: A literature review</i>	D. Chiaroni; A. Urbinati <i>Circular Economy Business Models: towards a new taxonomy of the degree of circularity</i>		G. Ferraro, A. Iovanella, A. La Bella, N. Levaldi Ghiron <i>Assisting management control in the public sector from a network science perspective: an empirical study on the University of Rome Tor Vergata</i>
<i>Discussant 4</i>	<i>A. Signori</i>	<i>A. Moretto</i>	<i>P. Roma</i>		<i>D. Agostino</i>

14.30 – 18.00

Coffee stations available (floor -1)

Thursday 13th | 15.40 – 17.40 | Venue: Complesso Collegio Baroni, Via Pignolo 123, Bergamo

	ROOM 7 (floor -1)	ROOM 8 (floor -1)	ROOM 9 (floor -1)	ROOM 10 (floor -1)	ROOM 11 (floor -2)
	6 – IPO and Capital Markets	7 – Organizations and Governance	8 – Innovation in Universities	9 – Markets and Customers	10 – Thematic Track: Public Service Innovation (B)
Chairman	Mario Raffa	Massimo Colombo	Guido Nassimbeni	Roberto Filippini	Tommaso Agasisti
Paper 1	V. Chiodo; F. V. Michelucci <i>Growing social impact finance: implications for the public sector</i>	E. Bartezzaghi; R. Cagliano; F. Canterino; A. Longoni; G.D. Serra <i>Relational leadership, organization and decision making in the top management team</i>	S. Ravellino <i>Relocating and redistributing accounting reforms through accounting practices: translations from two universities</i>	M. Gorgoglione; U. Panniello <i>XP-Factor: The Importance of Personal Factors in Customer Experience</i>	T. Agasisti, G. Azzone, A. Bertoletti, M. Soncin <i>Assessing the performance of Massive Online Open Courses: does strategy matter? An empirical case study of POK experience</i>
<i>Discussant 1</i>	<i>D. D'Adda</i>	<i>M. Bruccoleri</i>	<i>C. Daraio</i>	<i>C. Dosi</i>	<i>D. Agostino</i>
Paper 2	F. Cappa; R. Oriani; M. Pinelli <i>Crowdsourcing and stock markets performance</i>	C. Ayoubi; M. Pezzoni; F. Visentin <i>At the origins of learning: Absorbing knowledge flows from within the team</i>	F. Cirulli; G. Elia; G. Lorenzo; G. Passiante; G. Solazzo <i>Big Data and Collaborative Learning: a system for real-time and in-progress monitoring of learners' satisfaction</i>	D. Bettiga; L. Lamberti; G. Noci <i>Do mind and body agree? Unconscious versus conscious emotions in product attitude formation</i>	G. Capaldo, N. Costantino, R. Pellegrino <i>The effects of the change in public service quality standards on the public service providers' organization</i>
<i>Discussant 2</i>	<i>I. Bengo</i>	<i>S. Ronchi</i>	<i>V. Lazzarotti</i>	<i>E. Piva</i>	<i>F. Porcelli</i>
Paper 3	J. Kotlar; A. Signori; A. De Massis; S. Vismara <i>Explaining the IPO pricing dilemma in family firms: socioemotional wealth and multiple agency conflicts</i>	M. G. Colombo; C. Rossi-Lamastra; P. Rovelli <i>Women at the top: the effect of CEO's gender on the allocation of decision authority by the board of directors</i>	C. Franzoni; G. Scellato; P. Stephan <i>Context Factors and the Performance of Mobile Individuals in Research Teams</i>	M. Vasi; P. Roma <i>Does diversification pay in the app market? Evidence from the Apple App Store and Google Play</i>	C. Mazziotta, F. Porcelli, F. Vidoli <i>Infrastructure Local Expenditure Needs: a proposal for Italian municipalities</i>
<i>Discussant 3</i>	<i>M. Meoli</i>	<i>P. Del Vecchio</i>	<i>L. Cannavacciuolo</i>	<i>D. Trabucchi</i>	<i>T. Agasisti</i>
Paper 4	A. Signori <i>Zero-revenue IPOs</i>	P. Centobelli; R. Cerchione; E. Esposito <i>A 3D Fuzzy Method to Align an Enterprise's Knowledge, Practices and Tools</i>	M. Cattaneo; P. Malighetti; C. Morlotti; S. Paleari <i>Students' mobility attitudes and mode choice: the case of a university established in three different geographical frameworks</i>	R.M. Dangelico <i>What drives green product development and how do different drivers affect market performance? The case of eco-labeled products</i>	
<i>Discussant 4</i>	<i>A. Quas</i>	<i>A. Patrucco</i>	<i>S. Ravellino</i>	<i>G. Orzes</i>	

14.30 – 18.00 Coffee stations available (floor -1)

17.50 – 18.00 Premio Pagliarani (room 16 - floor -3)

18.00 – 18.45 General Assembly (room 16 - floor -3)

	ROOM 7 (floor -1)	ROOM 8 (floor -1)	ROOM 9 (floor -1)	ROOM 10 (floor -1)	ROOM 11 (floor -2)
Track	11 – Thematic Track: From Evaluation to Governance of Higher Education (A)	12 – Thematic Track: New approaches on innovative start-ups (A)	13 – Thematic Track: Search Processes in Innovation (A)	14 – Thematic Track: Evidence-Based Practice of Management in Healthcare (A)	15 – Thematic Track: Comparative Entrepreneurship
Chairman	Massimiliano Guerini	Lucio Cassia	Antonio Messeni Petruzzelli	Lorella Cannavacciuolo	Silvio Vismara
Paper 1	G. Bruno, A. Diglio, C. Piccolo, P. Rippa <i>The proposal of a methodology for the Higher Education Curriculum Design. The case of a new curriculum for the Energy Efficiency Operations</i>	F. Caviggioli, A. Colombelli, A. De Marco, E. Paolucci <i>How venture capitalists evaluate technology-based young innovative companies patent portfolios: empirical evidence from Europe</i>	K. Jespersen, D. Rigamonti, M. Berg Jensen, R. Bysted <i>Exploring partner proximity and SMEs corporate innovation</i>	E. Foglia, E. Lettieri, L. Gastaldi, E. Porazzi, L. Ferrario, A. Maffi, M. Sali <i>Organising Hospital Wards for Continuous Innovation: Determinants of Exploration, Exploitation and Ambidexterity</i>	D. B. Audretsch, N. Seitz <i>Tolerance and Innovation: The Role of Trust</i>
Discussant 1	<i>F. Sgobbi</i>	<i>G. Perrone</i>	<i>E. Mazzola</i>	<i>C. Ponsiglione</i>	<i>E. Ughetto</i>
Paper 2	D. Iacobucci, A. Micozzi, F. Micozzi <i>Rethinking entrepreneurship education within universities: knowledge sharing as value proposition</i>	J. F. Weiss, T. Anisimova, T. Minola, L. Cassia <i>Social and cultural embeddedness of student entrepreneurship</i>	F. Canterino, S. Cirella, J.F. Coget, N. Flocco, A. B. (Rami) Shani <i>Leading creative process: insights from the film-making industry</i>	C. Dosi, Elisa Mattarelli, M. Vignoli <i>How prototyping in multidisciplinary teams impacts upon team effectiveness: an identity based perspective</i>	D. Donina, S. Bruckmann, S. Paleari <i>Convergence or Divergence in university institutional governance reforms? Comparing Napoleonic states</i>
Discussant 2	<i>M. Cattaneo</i>	<i>P. Rippa</i>	<i>D. Trabucchi</i>	<i>F. Segato</i>	<i>N. Seitz</i>
Paper 3	G. Secundo, J. Dimay, G. Schiuma, G. Passiante <i>Mobilising Intellectual Capital for the Strategic Management of Universities through a collective Intelligence approach</i>	M. Piazza, E. Mazzola, G. Perrone <i>Why corporates syndicate their investments with a specific partner? An explorative analysis of corporate venture capital co-investments</i>	D. Hahn, T. Minola <i>The legacy of entrepreneurs' imprinting: asset or liability to firm's search? The case of scientists engaged in technology commercialization</i>	A. Ancarani, C. Di Mauro, S. Gitto, P. Mancuso, A. Ayach <i>Technology acquisition and efficiency in Dubai hospitals</i>	G. Giudici, M. Guerini, C. Rossi Lamastra <i>The creation of cleantech start-ups at the local level: The role of knowledge availability and environmental awareness</i>
Discussant 3	<i>G. Bruno</i>	<i>A. Civera</i>	<i>F. Canterino</i>	<i>T. Agasisti</i>	<i>D. Donina</i>
Paper 4	F. Porta, S. Paleari <i>The financial determinants of innovation in European Higher Education Institutions and Universities</i>	A. Civera, M. Meoli, S. Vismara <i>The impact of the international university affiliation on the internationalization and growth of academic spin-offs</i>		F. Visintin, P. Cappanera, C. Banditori, P. Danese <i>Development and implementation of an operating room scheduling tool: An action research study</i>	E. E. Lehmann, M. Meoli, S. Paleari, S. A. E. Stockinger <i>Approaching effects of the economic crisis on university efficiency</i>
Discussant 4	<i>M. Guerini</i>	<i>R. Passaro</i>		<i>C. Verabano</i>	<i>C. Rossi Lamastra</i>

9.00 – 12.00

Coffee stations available (floor -1)

	ROOM 7 (floor -1)	ROOM 8 (floor -1)	ROOM 9 (floor -1)	ROOM 10 (floor -1)	ROOM 11 (floor -2)
Track	16 – Thematic Track: From Evaluation to Governance of Higher Education (B)	17 – Thematic Track: New approaches on innovative start-ups (B)	18 – Thematic Track: Search Processes in Innovation (B)	19 – Thematic Track: Evidence-Based Practice of Management in Healthcare (B)	20 – Location choice, entry mode and global value chain
Chairman	Cinzia Daraio	Tommaso Minola	Federico Frattini	P. Malighetti & E. Lettieri	Ruggero Golini
Paper 1	M. C., H. Horta, P. Malighetti, M. Meoli, S. Paleari <i>Universities' attractiveness to students since the financial crisis: towards higher education clusters</i>	R. Passaro, I. Quinto, P. Rippa, A. Thomas <i>The start-up lifecycle: an interpretative framework proposal</i>	D. Trabucchi, E. Pellizzoni, T. Buganza, R. Verganti <i>Incumbents' survival after innovation of meaning: the case of Music Majors</i>	L. Cannavacciuolo, A. Ippolito, C. Ponsiglione, S. Priante, G. Zollo <i>The individual and organizational impact on the Triage evaluation</i>	R. Golini, A. Boffelli, M. Kalchschmidt <i>Relational governance as firms' upgrading boost</i>
Discussant 1		<i>E. Ughetto</i>	<i>D. Hahn</i>	C. Mazzali, E. Lettieri, D. Zecchino, C. Masella <i>Evidence-Based Practice of Management through Administrative Data: The Case of High/Low Performing Hospitals</i>	<i>S. Elia</i>
Paper 2	V. Caviezel, A.M. Falzoni, S. Vitali <i>Who studies abroad and why? Evidence from the University of Bergamo</i>	M. Brumana, T. Minola, M. Nordqvist, M. Waldkirch <i>Typologies of capital and mechanisms of capital exchange in family business ventures</i>	L. Ardito, A. Natalicchio, A. Messeni Petruzzelli, C. Garavelli <i>Dispersing R&D activities as a mean to foster technology acquisition: An empirical investigation</i>	F. Segato, F. Reale, C. Masella, D. Tartaglioni <i>Reducing the burden of caregiving: a participatory methodology</i>	F. Caniato, M. Caridi, A. Moretto <i>The evolution of the luxury outbound supply chain in China: a case-based analysis</i>
Discussant 2	F. Sgobbi <i>Is there a risk of segregation into "bad jobs" for younger university graduates in EU countries?</i>	<i>F. Caviggioli</i>	<i>D. Rigamonti</i>	L. Cannavacciuolo, G. Ferruzzi <i>The role of demand side management into the emergency department: a smart health grid solution</i>	<i>L. Frattocchi</i>
Paper 3	C. Daraio <i>From the Assessment of Education, Research and Innovation to their Governance: a Framework for the Analysis</i>	R. Fini, M. Perkmann, J.M. Ross <i>Competing for Primacy in Research Organizations: The Role of Entrepreneurship, Exploration, and Scientific Performance</i>	E. Mazzola, M. Piazza, N. Arcur, G. Perrone <i>How do I rule my solver's relationship? An empirical investigation of governance structures in crowdsourcing contests</i>	M. Cattaneo, P. Malighetti, D. Spinelli <i>The impact of University of the Third Age courses on ICT adoption</i>	F. Ciabuschi, O. Lindahl, P. Barbieri, L. Fratocchi, <i>A Behavioral and Risk-Management View of Reshoring</i>
Discussant 3		<i>M. Brumana</i>	<i>A. Natalicchio</i>		<i>F. Caniato</i>
Paper 4	<i>Round Table on "Discussion and Propositions: Pushing the Research Frontier and the Policy Agenda Ahead"</i> Invited panelists: A. Bonaccorsi, G. Capano, G. Catalano, D. Checchi, J.A. Douglass	E. Giraud, G. Giudici, L. Grilli <i>Industrial policy and the financing of young innovative companies: evidence from the Italian Startup Act</i>			P. Garrone, L. Piscitello, V. Rotondi, V. G. Scalera <i>The role of MNEs in fostering indigenous entrepreneurship through vertical business linkages: Insights from Egypt</i>
Discussant 4	<i>Moderator: S. Paleari Conclusions: M. Meoli</i>	<i>R. Fini</i>			<i>C. Di Mauro</i>

9.00 – 12.00 Coffee stations available (floor -1)

13.10 – 14.30 Light Lunch (floor -4)