23rd - 24th
of May 2024

NAPLES - ITALY

DIGITAL.
TRANSFORMATION SOCIETY

International Conference
| DTS – 2024 (2nd edition) |

https://www.disaq.uniparthenope.it/dts2024-conference/

VERSIONE 1.2

UNIVERSITÀ DEGLI STUDI DI NAPOLI
PARTHENOPE | Paris School of Business | DISAQ

IN COLLABORATION WITH:

ALMAWAVE

KnowMed Tech

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TECHNOVATION

IEEE TEMS
Technology & Engineering
Management Society

Technological
Forecasting &
Social Change
An International Journal

JOURNAL OF
Engineering and
Technology Management

European Journal of
Innovation Management

WITH THE PATRONAGE OF:

European
Academy of
Management
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SIG INNOVATION

UNIVERSITÀ DEGLI STUDI DI NAPOLI
PARTHENOPE

RNI
RESEARCH NETWORK ON
INNOVATION
Italy

The conference is also supported by the DISAQ
"Progetto di Eccellenza 2023-2028".

ORGANIZING COMMITTEE:

• **Francesco Schiavone**, University of Naples Parthenope
• **Nessrine Omrani**, Paris School of Business
• **Héger Gabteni**, Paris School of Business

LOCAL ORGANIZING STAFF:

• **Anna Bastone**, University of Naples Parthenope
• **Federica Zeuli**, University of Naples Parthenope
• **Annaluce Mandiello,** University of Naples Parthenope

KEYNOTE SPEAKER

• **Lou Shipley**, Harvard Business School, USA

"MEET THE EDITOR" SESSION:

• **Francesco Schiavone**, Associate Editor, Technological Forecasting and Social Change
• **Monica Masucci**, Editor In Chief, Journal of Engineering and Technology Management
• **Francesco Paolo Appio**, Associate Editor, IEEE-Transactions on Engineering Management

"DIGITAL TRANSFORMATION: NEW SOURCES AND AVENUES OF GROWTH AND VALUE CREATION" PLENARY SESSION ROUND TABLE:

• **Francesco Zaccariello**, CEO eFarma Atida
• **Valeria Sandei**, CEO Almawave Italia
• **Alberto Tavani**, Chief Innovation & Transformation Officer, Cassa Depositi e Prestiti (CDP)
• **Francesco Sodano**, Head of Omnichannel Marketing & Retail Media, Mediaworld Italy

"PDW FOR DOCTORAL STUDENTS" SESSION:

• **Vincenzo Corvello**, Editor In Chief, European Journal of Innovation Management
• **Michele Simoni**, University of Naples Parthenope

KEYNOTE SPEAKER:

Lou Shipley

Lou Shipley is a Senior Lecturer at Harvard Business School, specializes in tech entrepreneurship and sales management. He's a three-time CEO, notably leading Black Duck Software to a successful acquisition by Synopsys for $565 million. Shipley teaches Entrepreneurial Sales at HBS, focusing on go-to-market strategies. He's led Reflectent Software, VMTurbo (now Turbonomic), and Black Duck Software. With an MBA from HBS and a BA in Economics from Trinity College, Shipley also serves on multiple boards and lectures at MIT Sloan School of Management.

KEYNOTE SPEAKERS FOR THE "MEET THE EDITOR" SESSION:

Francesco Paolo Appio

Francesco Paolo Appio is a Full Professor at Paris School of Business, focuses on digital transformation's impact on innovation across various levels. His research, spanning sustainability to technological change, is interdisciplinary. With a Ph.D. from Scuola Superiore Sant'Anna, he's visited esteemed institutions like Bocconi University, MIT Sloan School of Management, and K.U. Leuven. Appio serves on editorial boards for journals like Journal of Product Innovation Management and Technological Forecasting and Social Change. His work appears in top-tier journals, and he's guest editor for numerous special issues in prestigious publications.

Monica Masucci

Monica Masucci is an Affiliate Professor at SDA Bocconi and Senior Lecturer at the University of Sussex Business School, specializes in entrepreneurship and innovation. As Head of Pre-Acceleration at Bocconi for Innovation, she leads programs for aspiring entrepreneurs. Masucci develops customized educational programs for corporations at SDA Bocconi. Her research focuses on entrepreneurship, innovation dynamics, and the creative economy, with publications in esteemed journals. She holds a PhD and a degree in Business Administration from Bocconi University, and she serves as editor-in-chief for the Journal of Engineering and Technology Management while contributing to UK's Policy and Evidence Center for Creative Industries.

Francesco Schiavone

Francesco Schiavone is a full Professor of Innovation Management for the Department of Management and Quantitative Studies at the University Parthenope of Naples (Italy). Scientific director of VIMASS, the research lab in healthcare innovation and management at University of Naples Parthenope. Associate editor for Technological Forecasting and Social Change, the Journal of Intellectual Capital and Innovations /Journal of Innovation Economics and Management. Guest Editor in leading academic and professional management journals including Production, Planning & Control, Journal of Business Research, and Journal of Intellectual Capital.

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PDW CHAIRMEN

Michele SImoni

Michele Simoni, a Full Professor of Innovation and Business Design at the University of Naples Parthenope, leads the PhD in Entrepreneurship and Innovation, directs the Observatory on Local Innovation Systems and coordinates the MEIM program in collaboration with MIT. His research delves into complexity's impact on innovation and value creation, employing diverse methodologies.

Vincenzo Corvello

Vincenzo Corvello, PhD, is associate professor at the Department of Engineering, University of Messina. He holds a PhD in Business and Economic Engineering from the University Federico II of Naples. His research interests are in the fields innovation management and organizational theory. He is Editor in Chief of the European Journal of Innovation Management.

KEYNOTE SPEAKERS ROUND TABLE:

Valeria Sandei

Valeria Sandei is CEO of Almawave, a Data & AI subsidiary of Almaviva Group. She's President of multiple subsidiaries and on the OBDA Systems board. Sandei serves as Vice President at Fondazione Musica per Roma and is on B7 Advisory Board. Recognized on Forbes List of Italy's 100 Most Powerful Women, she holds US Patents and won awards like "Mela d'Oro 2023" for Management. With an Economics degree from Bocconi, she leveraged experience from JP Morgan and Accenture, leading Almawave's growth to list on Milan Stock Exchange, comprising seven companies and over 400 professionals.

Francesco Sodano

Francesco Sodano is Manager in Consumer Electronics, boasts 15+ years' experience in devising integrated marketing strategies for major players like Philips, Samsung, and Huawei. Notably, he spearheaded co-marketing efforts with key Retailers. Currently, as Head of Omnichannel Marketing & Retail Media at MediaWorld, he focuses on enhancing advertising campaigns' effectiveness and expanding Retail Media offerings. Recognized as "Best Retail Manager 2023" by 'Largo Consumo' magazine, he drives promotions and brand growth across online and in-store channels.

Alberto Tavani

Alberto Tavani is current Chief Innovation, Transformation, and Operation Officer at Cassa Depositi e Prestiti, oversees Digital & Technology, Security, Innovation, Procurement, and Business Operations. With 24 years' experience in Financial Services, Fintech, and Consultancy, he held roles at Nexi Group and Bassilichi Group. Tavani's consultancy tenure includes Accenture and Business Integration Partners (BIP). Notably, he served as COO at Bassilichi Group and Consorzio Triveneto, and held roles such as COO at Mercury Payments Services and IT Strategy & Governance Director at Nexi Payments.

Francesco Zaccariello

Francesco Zaccariello, is CEO at eFarma Atida. He was born in 1988, transitioned from pharmacy studies to digital entrepreneurship. Founding eFarma.com in 2012, he pioneered online medicine sales in Italy. Recognized by Forbes Italia and Fortune Italia, his success led to eFarma.com's acquisition by Marcol in 2021, joining Atida Group as CEO for Italy. Zaccariello launched Zeta Holding, investing in health startups, and advises Netcomm and ANGI. He mentors for Unicredit's Start Lab and is part of Turin Investors Club, driving innovation in Italy.

CONFERENCE PROGRAM

23rd MAY 2024

PDW FOR DOCTORAL STUDENTS | ROOM A2.5

h. 10.00 / 12.30

**Presentations of Selected Works by Doctoral & Students
"Innovative Methodologies for Excellence in Teaching"**

Prof. Michele Simoni | University of Naples Parthenope
Prof. Vincenzo Corvello | University of Messina

OPEN SEMINAR FOR SCHOLARS | ROOM A2.5

h. 12.00 / 13.00
PDW "Technovation"

Prof. Francesco Paolo Appio | Paris Business School

REGISTRATION (THE REGISTRATION DESK WILL BE LOCATED NEXT TO ROOM 1.2)

h. 14.00 / 14.30
Conference Registration

INSTITUTIONAL WELCOME | ROOM A1.2

h. 14.30 / 15.00

Prof. Francesco Calza | Vice-Rector of the University of Naples Parthenope
Prof. Francesco Schiavone | University of Naples Parthenope
Prof. Héger Gabteni | Vice-Dean of Paris School of Business
Prof. Nessrine Omrani | Paris School of Business

PLENARY SESSION ROUND TABLE

"DIGITAL TRANSFORMATION: NEW SOURCES AND AVENUES OF GROWTH AND VALUE CREATION" | ROOM A1.2

h. 15.00 / 17.00

Francesco Zaccariello | CEO eFarma Atida
Valeria Sandei | CEO Almawave
Alberto Tavani | Chief Innovation & Transformation Officer - Cassa Depositi e Prestiti (CDP)
Francesco Sodano | Head of Omnichannel Marketing & Retail Media - MediaWorld

CONFERENCE PROGRAM

23rd MAY 2024

PARALLEL SESSIONS

h. 17.00 | 18.30 (See Below)

Track 001 | AI for the Sustainable Development Goals
Track Chair | Prof. Francesco Paolo Appio

Track 003 | Revolutionizing Healthcare: Unveiling the Power and Pitfalls of Digital Transformation
Track Chair | Dr. Daniele Leone

Track 006 | The effects of Digital Transformation on inter-organizational relationships
Track Chair | Prof.ssa Michela Iannotta

Track 009 | Aims, drivers and dynamics of the Industry 5.0: towards a Super-smart Society (S5.0)
Track Chair | Prof.ssa Rossella Canestrino

Track 010 | Innovation and digital transformation: looking at crossroads and intersections
Track Chair | Prof. Manuel Villasalero

Track 011 | General Track
Track Chair | Prof. Francesco Schiavone

Online Sessions
Session Chair | Prof. Nessrine Omrani

GALA DINNER(S)

h. 20.30

Faculty | Restaurant "Transatlantico", Via Luculliana 15, 80132 Napoli
Doctoral Students and Ph.D. | Restaurant "Fresco", Via Partenope 8, 80132 Napoli

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CONFERENCE PROGRAM

24th MAY 2024

INSTITUTIONAL WELCOME | ROOM A1.2

h. 9.00 / 9.20

Prof. Francesco Schiavone | University of Naples Parthenope
Prof. Francesco Paolo Appio | Paris School of Business

h. 9.20 | 9.30
"A.I.A.C.T." PROJECT PRESENTATION | ROOM A1.2

Prof. Francesco Schiavone | University of Naples Parthenope
Prof.ssa Monica Masucci | University of Sussex

PARALLEL SESSIONS

h. 9.30 | 10.30 (See Below)

Track 001 | AI for the Sustainable Development Goals
Track Chair | Prof. Francesco Paolo Appio

Track 003 | Revolutionizing Healthcare: Unveiling the Power and Pitfalls of Digital Transformation
Track Chair | Dr. Anna Bastone

Track 004 | Digital transformation and Impact of Technology on Brand Protection and Anti-Counterfeiting
Track Chair | Prof. Nicola Cucari

Track 005 | Digital transformation of family businesses: Innovation challenges and way forward
Track Chair | Prof. Ivan Miroshnychenko

Track 007 | Digital Transformation for Sustainability in Freight Logistics and Maritime Transport
Track Chair | Prof. Marcello Risitano

Track 011 | General Track
Track Chair | Prof. Francesco Schiavone

CONFERENCE PROGRAM

24th MAY 2024

COFFEE BREAK | SALA LETTURA

h. 10.30 / 11:00

PARALLEL SESSIONS

h. 11.00 / 12.30 (See Below)

Track 001 | AI for the Sustainable Development Goals

Track Chair | Prof. Francesco Paolo Appio

Track 002 | AI driven digital transformation leading the way to a more sustainable future

Track Chair | Prof. Adel Ben Youssef

Track 003 | Revolutionizing Healthcare: Unveiling the Power and Pitfalls of Digital Transformation

Track Chair | Dr. Daniele Leone

Track 009 | Aims, drivers and dynamics of the Industry 5.0: towards a Super-smart Society (S5.0)

Track Chair | Prof.ssa Rossella Canestrino

Track 010 | Innovation and digital transformation: looking at crossroads and intersections

Track Chair | Prof. Manuel Villasalero

Track 011 | General Track

Track Chair | Prof.ssa Annarita Sorrentino

KEYNOTE SPEECH | ROOM A1.2

h. 12.30 / 13.30

Lou Shipley | Harvard Business School (USA)

LIGHT LUNCH | SALA LETTURA

h. 13.30 / 14.30

CONFERENCE PROGRAM

24th MAY 2024

"MEET THE EDITORS" SESSION | ROOM A1.2

h. 14.30 / 15.30

Prof. Francesco Schiavone | TFSC
Prof. Francesco Paolo Appio | IEEE-TEM
Prof. Monica Masucci | JETM
Session organized with the support of "Next Generation EU Program > FAIR Foundation - A.I.A.C.T. Project"

PARALLEL SESSIONS

h. 15.30 / 16.30 (See Below)

Track 003 | Revolutionizing Healthcare: Unveiling the Power and Pitfalls of Digital Transformation

Track Chair | Dr. Daniele Leone

Track 007 | Digital Transformation for Sustainability in Freight Logistics and Maritime Transport

Track Chair | Prof. Marcello Risitano

Track 008 | Marketing, AI & Metaverse

Track Chair | Prof. Michele Simoni

Track 010 | Innovation and digital transformation: looking at crossroads and intersections

Track Chair | Prof. Manuel Villasalero

Track 011 | General Track

Track Chair | Prof.ssa Maria Cristina Pietronudo

CONCLUSIONS AND TAKE HOME MESSAGES | ROOM A1.2

h. 16.30 / 17.00

Prof. Francesco Schiavone | University of Naples Parthenope
Prof. Héger Gabteni | Paris School of Business
Prof. Nessrine Omrani | Paris School of Business

Best full papers award "Almawave"

CONFERENCE PROGRAM

24th MAY 2024

TRACK

Track 001 | AI for the Sustainable Development Goals

Trackchair | Prof. Francesco Paolo Appio

Track 002 | AI driven digital transformation leading the way to a more sustainable future

Trackchair | Prof. Adel Ben Youssef

Track 003 | Revolutionizing Healthcare: Unveiling the Power and Pitfalls of Digital Transformation *(With the support of VIMASS Research Lab)*

Trackchair | Dr. Daniele Leone

Track 004 | Digital transformation and Impact of Technology on Brand Protection and Anti-Counterfeiting

Trackchair | Prof. Nicola Cucari

Track 005 | Digital transformation of family businesses: Innovation challenges and way forward

Trackchair | Prof. Ivan Miroshnychenko

Track 006 | The effects of Digital Transformation on inter-organizational relationships

Trackchair | Prof.ssa Michela Iannotta

Track 007 | Sustainable Mobility in Freight Logistics and Maritime Transport *(With the support of "Next Generation EU Program > CN MOST 2022-25")*

Trackchair | Prof. Marcello Risitano

Track 008 | Marketing, AI & Metaverse

Trackchair | Prof. Michele Simoni

Track 009 | Aims, drivers and dynamics of the Industry 5.0: towards a Super-smart Society (S5.0)

Trackchair | Prof.ssa Rossella Canestrino

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CONFERENCE PROGRAM

24th MAY 2024

TRACK

Track 010 | Innovation and digital transformation: looking at crossroads and intersections.

Trackchair | Prof. Manuel Villasalero

Track 011 | General Track *(With the support of VIMASS Research Lab)*

Trackchair | Prof. Francesco Schiavone | Prof. Nessrine Omrani | Dr. Annarita Sorrentino | Dr. Maria Cristina Pietronudo | Dr. Anna Bastone

PDW FOR DOCTORAL STUDENTS

CHAIRMEN | ROOM A2.5

Prof. Michele Simoni & Prof. Vincenzo Corvello

h. 10.00 / 12.30

EA
Laura Clemente

Enhancing value co-creation through AI in the cultural sector: an exploration in Italian museums
| **Laura Clemente & Francesco Bifulco**

FP
Alex Hamard

Towards an Adapted Performance Measurement Model for E-Health Startups: Evidence from Startups in Occitanie, South of France
| **Alex Hamard & Isabelle Guerrero**

FP
Carlotta D'Alessandro

A development model for Circular Economy between Industrial Parks and Surroundings Areas (CE_IPsa): the Reverse Logistics Strategic Approach
| **Carlotta D'Alessandro, Giuseppe Ioppolo, Grazia Calabrò & Giuseppe Caristi**

FP
Laura Leonori

Public Service Delivery in the Digital Era: A Bibliometric Review
| **Francesco Bellini, Laura Leonori & Pina Murè**

FP
Raffaele Silvestre

Understanding Artificial Intelligence and Technostress within Organisations
| **Raffaele Silvestre & Mauro Romanelli**

"At the end of the presentations Prof. Vincenzo Corvello will give for the audience a talk about Innovative methodologies in teaching"

PARALLEL SESSIONS

23rd MAY 2024

TRACK 001 | ROOM 1.4
CHAIRMEN: Francesco P. Appio & Raffaele Silvestre

h. 17.00 / 18.30

FP

Martino Bonalumi
Unravelling the role of Artificial Intelligence to achieve energy-related Sustainable Development Goals: a literature review and an empirical analysis
| *Martino Bonalumi, Simone Franzò, & Vittorio Chiesa*

FP

Mario Miozza
The Role of Artificial Intelligence to advance SDG and Economic Performance: a Quantitative Analysis
| *Mario Miozza*

FP

Lorenza Claudio
The Spectrum of AI Research in Business and Management: Insights from Topic Distribution
| *Alessandra Sorrentini & Lorenza Claudio*

EA

Yohanna Juk
Integrating Artificial Intelligence with Sustainable Development Goals: A Review of Policy and Research Literature
| *Yohanna Juk, Bernardo Pereira Cabral & Karen E. F. Pinto*

FP

Souvik Roy Choudhury
X=(AI) & Y=(SDG): Framing a Systematic Literature Review
| *Souvik Roy Choudhury & Upkar Singh*

PARALLEL SESSIONS

23rd MAY 2024

TRACK 003 | ROOM 1.6

CHAIRMEN: Daniele Leone & Federica Zeuli

h. 17.00 / 18.30

FP
Silvia Cosimato
The journey of the Italian National Healthcare System towards
| *Maria Vincenza Ciasullo, Silvia Cosimato & Silvia Verde*

EA
Annaluce Mandiello
Gamification enhancing patient-centricity through digital therapeutics
| *Annaluce Mandiello & Giuseppe Franzese*

EA
Nohaila Kartti
Mapping technology acceptance in healthcare: insights from a systematic review
| *Nohaila Kartti & Annaluce Mandiello*

EA
Gerardo Luisi
Reducing the environmental impact of an operating room: a digital twin approach
| *Marco Ferretti, Gerardo Luisi, Salvatore Riemma, Francesco Schiavone & Federica Zeuli*

EA
Giulia Nevi
B2B Perspectives and Multilevel Implications in Telemedicine due to the Healthcare Digital Transformation
| *Giulia Nevi, Lucia Pizzichini, Andrea Perna & Luca Dezi*

PARALLEL SESSIONS

23rd MAY 2024

TRACK 006 | ROOM 1.3
CHAIRMEN: Michela Iannotta & Mauro Gatti

h. 17.00 / 18.30

FP

Andrea Vona
Innovation ecosystems as an employer branding strategy
| *Giuseppe Ceci & Andrea Vona*

FP

Leul Girma Haylemariam
Continuous Improvement and Organizational Resilience: The Role of Digital Maturity in Small and Medium-Sized Enterprises
| *Raffaella Montera, Leul Girma Haylemariam & Nicola Cucari*

EA

Eleonora Balestra
Unveiling Complex Contagions: Exploring the Adoption and Dissemination of Technological Innovations in Organizational Networks
| *Eleonora Balestra, Angelo Gasparre & Lia Tirabeni*

FP

Davide De Gennaro
Navigating the AI Revolution: Unveiling HRM Transformations in Italian Public Administration
| *Filomena Buonocore, Davide De Gennaro, Dario Ciccarelli & Massimo Esposito*

FP

Patricia Baudier
User's perception and acceptance of metaverse in education
| *Baudier Patricia, Tony De Vassoigne, Arami Mitra, Arnaud Delannoy & Rony Germon*

23rd MAY 2024

TRACK 009 | ROOM 1.7
CHAIRMEN: Rossella Canestrino & Annapia di Iorio

h. 17.00 / 18.30

FP

Anna Roberta Gagliardi

Humankind and technology evolution: a changing scenario
| **Caputo Francesco, Carayannis Elias G., Gagliardi Anna Roberta, Lettieri Mattia & Magliocca Pierpaolo**

FP

Francesca Sanguineti

The impact of Hybrid Work Dynamics on Organizational Performance: A Socio-Technical analysis
| **Francesca Sanguineti, Costanza Baldrighi, Stefano Denicolai & Pietro Previtali**

FP

Giulia Gogiali

AI among the elderly, use and adoption: a domain based literature review
| **Gogiali Giulia, Giulia Nevi, Dezi Luca & Gamma Federico**

FP

Erika Rescigno

The role of NFTs in addressing social and economic goals: Evidence from an Italian social enterprise
| **Bianco Rosario, Bonfanti Angelo, Canestrino Rossella, Gagliardi Anna Roberta & Rescigno Erika**

PARALLEL SESSIONS

23rd MAY 2024

TRACK O10 | ROOM 1.5

CHAIRMEN: Manuel Villasalero & Letizia Gasparri

h. 17.00 / 18.30

EA

Matteo Di Liberto

How the new business models of business incubators pay attention to the territory in the era of the digital transformation of society: an exploratory analysis
| **Matteo Di Liberto**

EA

Carmen Díaz-Roldán

Business' innovations and human capital: Consequences for economic growth
| **Vicente J. Coronel & Carmen Díaz-Roldán**

EA

Lara Abdel Halim

A Multi-Lens Perspective on AI Adoption: Integrating Theories and Measures for a Holistic Understanding
| **Lara Abdel Halim & Cécile Chamaret**

FP

Letizia Gasparri

Industry 4.0 adoption, training openness and human resource reskilling
| **Manuel Villasalero, Letizia Gasparri, Yana Sharpak & Martín Mora-Valbuena**

FP

Chiara Bartoli

Navigating Quantum Computing: Managerial Insights into Resource Dynamics and Perceived Value
| **Chiara Bartoli, Federico Mattei, Federica Brunetta & Paolo Boccardelli**

FP

Letizia Gasparri

Environmental, social and governance (ESG) responsibility,
workforce stability and industrial digitalization in Spanish manufacturing industries
| **Manuel Villasalero, Letizia Gasparri, Carmen Monteagudo & Martín Mora-Valbuena**

PARALLEL SESSIONS

23rd MAY 2024

TRACK 011 | ROOM 2.1

CHAIRMEN: **Francesco Schiavone & Yosr Ben Tahar**

h. 17.00 / 18.30

EA

Mara Eugenia Ramona

The impact of digitalization on tax compliance in EU countries
| *Mara Eugenia Ramona & Antonio Rodriguez Andres*

EA

Claudia Perillo

Enhancing user centricity in the growth hacking process : a conceptual framework
| *Claudia Perillo, Annaluce Mandiello, Anna Bastone & Federica Zeuli*

EA

Amarildo Zane

A Conceptual Framework for Diversity in a digitalization context: Is it a capabilities or resources matter?
| *Amarildo Zane, Fátima Guadamillas Gómez & Mario J. Donate Manzanares*

EA

Eduardo Raupp de Vargas

Digital Transformation and Innovation in Services: an exploratory study in Brazilian museums
| *Eduardo Raupp de Vargas*

EA

Piotr Wąsowski

Application of artificial intelligence in operations of enterprises on the market of works of art – mapping the possibilities
| *Piotr Wąsowski*

EA

Khalid Ahmed Salman

The impact digital transformation on family security
| *Atheer K. Binsalman, Khalid A. Salman & Maha H. Alqohmani*

ONLINE SESSIONS

23rd MAY 2024

TRACK O11 | ONLINE
CHAIRMAN: Nessrine Omrani

h. 17.00 / 18.30

FP

Ludovica Del Barone
Metaverse and e-HRM: Navigating the Future of Work in Virtual Realms
| *Maria Carmela Annosi, Filomena Buonocore, Davide de Gennaro & Ludovica Del Barone*

FP

Raphael Augusto De Castro Pereira
An Outlook of Logistics 4.0 on Agricultural Input Distribution Channels in Brazil
| *Raphael Augusto De Castro Pereira & Márcia Mazzeo Grande*

EA

Federica Giuliani
AI-aided Creativity for Technological Innovation and Sustainability. Proof of Concept of a Digital Platform to Support Decisions in the field of Daylighting Design
| *Federica Giuliani, Andrea Zingoni, Jurji Filieri & Giuseppe Calabrò*

FP

Anastasia Romanova
Ecosystemic challenges on the path of digital transformation: exhibition organizer's perspective
| *Anastasia Romanova*

FP

Ouffouet Kouassi François
The role of workforce governance in the authentic leadership-digital culture relationship: towards a trust based conceptual model anchored in the cultural context
| *Ouffouet Kouassi François*

PARALLEL SESSIONS

24th MAY 2024

TRACK 001 | ROOM 1.4
CHAIRMEN: Francesco Paolo Appio & Mario Miozza

h. 9.30 / 10.30

FP

Michelle Mongo
The evolution of digital twins' technology with AI: state of art and main challenges for sustainable smart cities
| *Michelle Mongo & Nabyla Daidj*

FP

Nora Annesi
Exploring the role of AI in museums' journey towards sustainable development: Socio-Technical Imaginaries of a cultural-industrial transformation
| *Filippo Corsini, Nora Annesi & Marco Frey*

FP

Grazia Cecere & Clara Jean
Digital Divide and Artificial Intelligence for Health
| *Jean Clara, Jean-Flavien Bussotti, Grazia Cecere, Nessrine Omrani & Paolo Papotti*

PARALLEL SESSIONS

24th MAY 2024

TRACK 003 | ROOM 1.5

CHAIRMEN: *Anna Bastone & Federica Zeuli*

h. 9.30 / 10.30

FP

Rikke Duus & Mike Cooray

From Spinning Tops to Jet Propellers: Navigating AI and digital healthcare spheres to deliver visible value

| *Rikke Duus, Mike Cooray & Simon Lilley*

FP

Rui Ma

Formation and Resolution of Misfits in a Multi-tiered Telemedicine Consultation Service Platform

| *Rui Ma, Yichuan Wang & Fraser Mcleay*

FP

Ignat Kulkov

From theory to therapy: A model for symbiotic and strategic industrial transformation

| *Julia Kulkova, Ignat Kulkov, Ahmed Zahlan, René Rohrbeck & Loick Menvielle.*

PARALLEL SESSIONS

24th MAY 2024

TRACK 004 | ROOM 1.7
CHAIRMEN: Nicola Cucari & Chiara Scrimieri

h. 9.30 / 10.30

FP

Francesca Igini

Metaverse into Events: implications for Sustainable Development Goals
| *Francesca Igini, Arturo Cafaro & Mario Calabrese*

EA

Diletta Piloca & Quaglieri Luca

Assessing the adoption of Gen-AI in the Italian Agri-food Industry: an empirical analysis
| *Diletta Piloca, Luca Quaglieri, Francesco Mercuri & Bernardino Quattrociocchi*

FP

Chiara Scrimieri

Overcoming barriers to the adoption of anti-counter-feiting technologies in the Italian fashion SMEs: an ex-ploratory analysis
| *Chiara Scrimieri, Antonio La Sala, Nicola Cucari & Alberto Pastore*

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PARALLEL SESSIONS

24th MAY 2024

TRACK O05 | ROOM 2.1

CHAIRMEN: *Ivan Miroshnychenko & Lorenza Claudio*

h. 9.30 / 10.30

FP

Ivan Miroshnychenko

Innovation through tradition and export intensity in family firms
| *Ivan Miroshnychenko, Lorenzo Ardito, Paolo Capolupo & Antonio Messeni Petruzzelli*

EA

Octavio Escobar

Digital Transformation in Family Firms: The Role of Family Members' Involvement in the Business
| *Yolanda López-Rubio, Octavio Escobar & Manuel Villasalero*

FP

Manuel Villasalero

Family involvement and Industry 4.0 adoption
| *Manuel Villasalero, Juan José López-Cela, Yolanda López-Rubio & Martín Mora-Valbuena*

PARALLEL SESSIONS

24th MAY 2024

TRACK 007 | ROOM 2.2

CHAIRMEN: Marcello Risitano & Giuseppe La Ragione

h. 9.30 / 10.30

EA

Fabio Danilo Cristiano

Navigating Efficiency: A Comprehensive Review and Strategies for Advancing Truck Appointment Systems in Seaports
| **Daniela Tocchi, Fabio Danilo Cristiano, Valentin Carlan & Vittorio Marzano**

EA

Mariarosalba Angrisani

Strategic Monitoring in Port Authority Management: Implementing an original Digital Platform
| **Marcello Risitano, Mariarosalba Angrisani, Giuseppe La Ragione & Marco Ferretti**

EA

Giuseppe La Ragione

Green mobility choices to build consumer-brand relationships: A multigroup analysis
| **Francesco Calza, Giuseppe La Ragione, Marcello Risitano & Annarita Sorrentino**

EA

Bianca Vottero

BPM and BPR for green innovation in the shipping industry
| **Bianca Vottero, Giovanni Satta & Massimo Caruso**

PARALLEL SESSIONS

24th MAY 2024

TRACK 011 | ROOM C.6
CHAIRMEN: Francesco Schiavone & Patrice Cailleba

h. 9.30 / 10.30

FP
Ahmad Haidar & Christine Balague
Generative AI: A Quantitative Study on Emerging Risks and Impacts
| **Ahmad Haidar & Christine Balague**

FP
Anna-Luisa Stöber & Beatrice Theresia Zier
Twin transformation as an enabler of female entrepreneurship
| **Anna-Luisa Stöber, Beatrice Zier, Alexander Roth & Silke Conradi**

FP
Kondrateva Galina
The perception and acceptability of metaverse in the professional sphere
| **Patricia Baudier, Galina Kondrateva & Chantal Ammi**

PARALLEL SESSIONS

24th MAY 2024

TRACK 001 | ROOM 1.4
CHAIRMEN: Francesco Paolo Appio & Raffaele Silvestre

h. 11.00 / 12.30

FP

Henrik Skaug Sætra
Untangling the Lifecycle Impacts of Artificial Intelligence
| *Henrik Skaug Sætra & Kari-Anne Lyng*

EA

Maria Cristina Pietronudo
Legitimacy and innovation. Looking into the maritime industry
| *Michele Acciaro, Maria Cristina Pietronudo, Marco Ferretti & Marcello Risitano*

FP

Marco Balzano
Sustainable Product Innovation: Exploring the Relationships between Team Diversity, Team Adaptability, and Artificial Intelligence
| *Giacomo Marzi & Marco Balzano*

EA

Yosr Ben Tahar
Ethics on ChatGPT use: the effect of students' ethical judgment on intention to use
| *Francesco Paolo Appio, Marta Ballatore & Ben Tahar Yosr*

FP

Sana Elouaer-Mrizak
The impact of artificial intelligence in the evolution of innovation trajectories in agriculture
| *Sana Elouaer-Mrizak & Didier Lebert*

PARALLEL SESSIONS

24th MAY 2024

TRACK 002 | ROOM 1.5

CHAIRMEN: Adel Ben Youssef & Michele Costagliola Di Fiore

h. 11.00 / 12.30

EA

Adelina Zeqiri

Leveraging Artificial Intelligence for Sustainable Tourism: A Comprehensive and Qualitative Analysis
| *Adelina Zeqiri*

FP

Francesco Fasano

Unlocking Bankruptcy Forecasts: A novel approach to predicting corporate default using advanced AI systems
| *Francesco Fasano, Carlo Adornetto, Ilies Zahid, Luigi Montaleone, Gianluigi Greco, Maurizio La Rocca, Elvira Tiziana La Rocca & Alfio Cariola*

FP

Michele Costagliola Di Fiore

Is ChatGPT a good manager? The role of Generative Artificial Intelligence in the companies' journey toward Circular Economy
| *Francesco Calza, Adele Parmentola, Ilaria Tutore & Michele Costagliola Di Fiore*

FP

Giuseppe Ioppolo

Territorial Development Domain versus Digital Transformation and Society 5.0: The Tirreno-Eolie LAG Experience
| *Carlotta D'Alessandro, Katarzyna Szopik-Depczyńska, Alberto Bongiorno, Giuseppe Caristi & Giuseppe Ioppolo*

EA

Adel Ben Youssef

AI for Climate Resilience: Harnessing Solutions for Smart and Sustainable Cities
| *Adel Ben Youssef*

PARALLEL SESSIONS

24th MAY 2024

TRACK 003 | ROOM 1.7
CHAIRMEN: Daniele Leone & Annaluce Mandiello

h. 11.00 / 12.30

FP

Alessandro Vinci

Supporting the digital transformation journey through monitoring systems in healthcare. A comparative analysis of European empirical approaches
| **Alessandro Vinci, Andrea Vandelli, Alessia Caputo & Milena Vainieri**

EA

Anna Bastone

The role Generative AI in boosting market access: An Exploratorive analysis within the pharmaceutical industry
| **Anna Bastone, Daniele Leone & Francesco Schiavone**

EA

Alessia Spignese

Analysing the drivers of digital innovation in healthcare: a panel analysis from European countries
| **Alessia Spignese, Federica Zeuli & Caterina Cantone**

EA

Annapia Di Iorio

The effect of personal innovativeness on digital therapeutics acceptance: an Italian empirical study
| **Annaluce Mandiello & Anna Pia Di Iorio**

FP

Giuseppe Bongiorno & Maurizio La Rocca

Artificial Intelligence for Bankruptcy Prediction: Trends and Future Research Avenues

| **Giuseppe Bongiorno, Francesco Fasano, Mariacarmela Passarelli, Mattia Fasano, Daniele Monteforte, Maurizio La Rocca & Alfio Cariola**

24th MAY 2024

TRACK O09 | ROOM 2.1

CHAIRMEN: *Rossella Canestrino & Gerardo Luisi*

h. 11.00 / 12.30

FP

Claudio Del Regno

Discovering the main issues in the relationship between Industry 5.0 & Society 5.0 using the 4M framework
| *Mirko Perano, Claudio Del Regno, Gian Luca Casali, Antonello Cammarano & Marco Pellicano*

FP

Mauro Romanelli

Rethinking smart innovative cities
| *Mauro Romanelli*

FP

Vincenzo Varriale

The value of artificial intelligence in technology networks for achieving the SDGs
| *Vincenzo Varriale, Francesca Michelino, Antonello Cammarano, Serena Strazzullo, Julian Müller, Moacir Godinho Filho & Mauro Caputo*

FP

Vincenzo Corvello

Artificial Intelligence in Project Management: An Empirical Study of Project Managers' Appropriation of Generative Chatbots
| *Marco Greco & Vincenzo Corvello*

PARALLEL SESSIONS

24th MAY 2024

TRACK O10 | ROOM 2.2
CHAIRMEN: Manuel Villasalero & Eleonora Veglianti

h. 11.00 / 12.30

FP

Olga Grieva

A bibliometric analysis on the digital transformation and knowledge management interrelatedness pattern
| **Olga Grieva, Fatima Guadamillas & Mario J. Donate**

FP

Julio Garcia Muñoz

Unravelling patterns of digital transformation across European societies through the Recovery and Resilience Scoreboard
| **Manuel Villasalero, Julio García-Muñoz, Magalena Cordero Valdavida & Álvaro Garrido-Lestache**

FP

Michele Cipriano

Digital transformation: exploring the process developed by non-profit organizations
| **Michele Cipriano & Stefano Za**

FP

Fátima Guadamillas

Digital capabilities and innovation: assessing the impact of strategic and organizational factors
| **Fátima Guadamillas, Marina Díaz-Pleite, Maria Isabel González-Ramos & Beatriz Ortiz García-Navas**

PARALLEL SESSIONS

24th MAY 2024

TRACK O11 | ROOM C.6

CHAIRMEN: Annarita Sorrentino & Meriam Razgallah

h. 11.00 / 12.30

FP

Lorenza Claudio & Diana Koroleva
Digitalization and AI development. A cross-countries analysis
| Chiara Cannavale, Lorenza Claudio & Diana Koroleva

FP

Adnan Maalaoui
Does artificial intelligence strengthen or change entrepreneurial practices? A bibliometric review and future research agenda
| Adnan Maalaoui, Issam Mejri, Severine Leloarne Lemaire, Meriam Razgallah, Nessrien Omrani, Muhammad Azam Roomi

FP

Meriam Razgallah
Unifying innovative approaches to explain the social entrepreneurial process
| Meriam Razgallah, Severine LeLoarne Lemaire & Adnane Maalaoui

EA

Antonio Coviello
THE IMPACT OF DIGITAL TRANSFORMATION IN THE ITALIAN INSURANCE SECTOR
| Antonio Coviello

EA

Simonetta Primario
Performance and Impact of Digital Academic Spin-offs
| Carmine Passavanti, Simonetta Primario & Pierluigi Rippa

PARALLEL SESSIONS

24th MAY 2024

TRACK 003 | ROOM 2.2
CHAIRMEN: Daniele Leone & Erika Rescigno

h. 15.30 / 16.30

EA
Roberta De Filippis
Conceptual insight and research avenues in digital health
| *Tiziana Russo Spena, Stefano Paolo Russo, Cristina Mele, Roberta De Filippis, Angelo Ranieri & Irene Di Bernardo*

FP
Edoardo Trincanato
Sociotechnical Quandaries: Major Barriers to Leveraging Information Systems for Advancing Sustainability in Public Hospitals
| *Edoardo Trincanato & Emidia Vagnoni*

FP
Timoleon Farmakis
Identifying the Value Proposition of Modular Manufacturing Information Systems for Digital Transformation
| *Timoleon Farmakis, Stavros Lounis, Efstathios Plitsos, Giulio Vivo, Julien Mascolo, Olivier Jotz & Tobias Hohmann*

PARALLEL SESSIONS

24th MAY 2024

TRACK 007 | ROOM 1.5
CHAIRMEN: Marcello Risitano & Giuseppe La Ragione

h. 15.30 / 16.30

FP

Luca Della Tommasina
A digital and pluralistic governance for transport companies: the European way to climate mitigation in maritime transport sector
| **Luca Della Tommasina**

FP

Anastasia Christodoulou
'Blue' transformations - towards an analytical model of maritime digitalization
| **Anastasia Christodoulou & Martin Jes Iversen**

FP

Ioannis G. Theodorakis
Delving into market innovation: Unveiling the differences between market-driving and non-market-driving firms, a stakeholder perspective
| **Vlasis Stathakopoulos, Konstantinos G. Kottikas, Efthymia Kottika, Ioannis G. Theodorakis, Grigorios Painesis, Miroslav Karlíček & Marek Vins**

PARALLEL SESSIONS

24th MAY 2024

TRACK O08 | ROOM 2.1
CHAIRMEN: Michele Simoni & Luca Venturini

h. 15.30 / 16.30

EA

Joschka Mütterlein

The Virtual Mirror: How avatars impact consumer identity and engagement in XR environments
| *Sarah Anna Schmid & Joschka Mütterlein*

EA

Luca Venturini

Marketing in the Metaverse: a comprehensive bibliometric literature review
| *Luca Venturini & Annarita Sorrentino*

EA

Giuseppe La Ragione

Exploring the relevance of the Metaverse for customers: A Systematic literature review
| *Marcello Risitano, Giuseppe La Ragione, Maria Palazzo & Francesco Parola*

EA

Patrice Cailleba

"Be Good and Stay Silent": The Unspoken Ethics of Ethical Hackers
| *Patrice Cailleba & Nicolas Dufour*

PARALLEL SESSIONS

24th MAY 2024

TRACK O10 | ROOM 1.7

CHAIRMEN: Manuel Villasalero & Martín Mora-Valbuena

h. 15.30 / 16.30

FP

Yolanda Lopez-Rubio
Competitive strategy and Industry 4.0 adoption in Spanish manufacturing industries
| *Martín Mora-Valbuena, Juan José López-Cela & Manuel Villasalero*

FP

Enxhi Leka
Is Digital Sovereignty Achievable? Evidence From Server Locations and Data Flows
| *Enxhi Leka*

FP

David E. Kalisz
Digital Decisions supported by Artificial Intelligence.Interaction between Audience and Digital Signage
| *David E. Kalisz*

PARALLEL SESSIONS

24th MAY 2024

TRACK O11 | ROOM 1.4

CHAIRMEN: Maria Cristina Pietronudo & Anna Bastone

h. 15.30 / 16.30

FP

Filomena Izzo

Do Italian University Career Services work? Evidence from Twitter data
| *Filomena Izzo, Viktoriia Tomnyuk & Giuseppe Varavallo*

FP

Abbad Hicham

Understanding dynamic capabilities for digital transformation: A literature review and future research directions
| *Hicham Abbad & Frantz Rowe*

FP

Mengyao Li

The contingent effect of China's anti-corruption policy: Managing government dependence through responsible innovation performance
| *Mengyao Li, Min Huang & Dong Wang*

HOUSE RULES:

01

Timing of the presentations: 10 minutes for the presentation of an extended abstract and 15 minutes for the full-paper one. Do not worry. Each work is important, after your speech there will be time for Q&A (5 minutes). The DTS Chairs know these rules and will help you to follow them.

02

Mutual respect: In line with the best academic tradition, we listen to each other and seek well-founded justification for our claims.

03

Community: People always come first. We value our company & respect our time. We cherish trust and loyalty. We build a sustainable community of excellence.

04

Slides: The template is uploaded on the conference website.

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RECOMMENDED SOCIAL ACTIVITIES *IN NAPLES*
AUTONOMOUS INITIATIVES

1. Piscina Mirabilis
You can visit the Piscina Mirabilis from Friday to Sunday. The ticket office is in Via Campi Elisi, 1 – Bacoli. The tour starts from here. Open from 9:30 to 13:00 and from 14:30 to 17:00.
Guided tour times: 10:00 - 12:00 - 15:00 - 16:00.
Duration: about 45 minutes.
We remind you that reservations are required. Write us at
prenotazioni@piscinamirabilisbacoli.it
Prices: Full € 8
Further info on: **https://piscinamirabilisbacoli.it/en**

2. Tunnel Borbonico
Entrances
OPTION 1: Via D. Morelli, 61 (Morelli Car Parking's pedestrian entry)
OPTION 2: Vico del Grottone, 4 (nearby Plebiscito Square)
You can visit the Galleria Borbonica on Fridays, Saturdays, Sundays and on holidays.
Guided tour time: 10:00 am, 12:00 pm, 3:00 pm, 5:00 pm
Duration: 1 hour
To book something, contact us: +39 366 248 4151; 081 764 5808 or by email
mail@galleriaborbonica.com
Prices: Full € 10 (visitors aged over 14)
Further info on: **https://www.galleriaborbonica.com/en/tours/standard**

3. Scavi di Pompei
• Site of Pompeii: open at 9,00 close at 19,00. Last entrance at 17,30
• Site of Antiquarium and Villa Regina (Boscoreale): open at 9,00 close at 19,00. Last entrance at 18,00
• Site of Villa Arianna and Villa San Marco (Stabia): open at 9,00 close at 19,00. Last entrance at 18,00
• Site of Villa di Poppea - Oplontis: open at 9,00 close at 19,00. Last entrance at 18,00
• Site of Castello di Lettere: open from 10,00 to 13,00 and from 16,00 to 20,00

TICKETS

• POMPEI PLUS (Ancient city of Pompeii with suburban villas: Villa of the Mysteries + Villa of Diomedes + Villa Regina in Boscoreale with Antiquarium) € 22.00
• POMPEII EXPRESS (Only the ancient city of Pompeii. Suburban villas not included) € 18.00
• THREE DAYS (Pompeii Plus + Oplontis + Villa Arianna + Villa San Marco + Libero D'Orsi Museum) € 26.00
• SITES (Entrance price for each site: Boscoreale, Oplontis, Libero D'Orsi Museum) € 8.00
• VILLA ARIANNA AND VILLA SAN MARCO: FREE
Entrance tickets can be purchased online at the website www.ticketone.it. The official ticket offices of the Pompeii Archaeological Park are located only within the archaeological area, at the entrances Porta Marina, Piazza Anfiteatro and Piazza Esedra.
At the entrances of Porta Marina e Piazza Esedra it will be possible to request a guided tour service, from 9.00 to 14.00.
Further info on: **http://pompeiisites.org/en/**

4. Scavi di Ercolano
Every day from 8.30 to 17.00. Last entrance at 15.30

TICKET

€13 Entrance tickets can be purchased online at the website www.ticketone.it. The official ticket offices of the Ercolano Archaeological Park are located within the archaeological area.
Further info on: **https://ercolano.beniculturali.it/**

5. Visit Vesuvio

WALKING TRACK OF THE GREAT CONO
Buy the ticket here: **https://vesuviopark.vivaticket.it/en**

The nature trail n.5 "Il Gran Cono" starts from Piazzale
di Quota 1000, a parking area which is 1,000 metres above sea level in the municipality of Herculaneum, at the end of the Strada Provinciale (provincial road) Ercolano-Vesuvio. In the Piazzale, which is managed by the Vesuvius National Park, parking is not allowed.
THE PATHS OF THE VESUVIUS NATIONAL PARK: From 2001 to 2003, the Vesuvius National Park created a "Walkway Network of the Vesuvius National Park" consisting of 11 paths for a total length of 54 kilometres of walkway. The interventions concerned the mitigation of the risk on the tracks and the preparation of the latter through specific signs for each path, describing the main naturalistic, geological and historical emergencies you can encounter while walking. Different types of trails have been created: six circular nature trails (n. 1, 2, 3, 4, 5 and 8), an educational trail (n. 9), a panoramic path (n. 6) and an agricultural path (n.7).
Further info on: **https://www.parconazionaledelvesuvio.it/visita-il-parco/**