

Conference  
parallel  
session

## Track - Business models evolution: technology and beyond (ENG)

Session chair: *Alfonso Vargas Sanchez*

Room: 10B

*Towards the digital business model: A holistic overview from an SME* (FP)

VERONICA SCUOTTO, FRANCESCA SERRAVALLE, ALAN MURRAY, MILENA VIASSONE

*4th Industrial revolution and high-tech industry: Do we need a new business model?* (FP)

SANDRO TRENTO, MARIASOLE BANNÒ, GIORGIA M. D'ALLURA

*The financial attractiveness of business models:  
an analysis of sharing economy companies* (EA)

LAURA MICHELINI, CECILIA GRIECO, GENNARO IASEVOLI

*When open innovation drives business models evolution:  
the case of business to business markets* (EA)

TINDARA ABBATE, ANNA CODINI, BARBARA AQUILANI

*On the way to business blockchainization: An empirical analysis of successful ICOs* (EA)

DANIELA ANDREINI, GIUSEPPE PEDELIENTO, MARA BERGAMASCHI

*Business model innovation in complex servitized systems:  
the case of OBC in capital equipment SMEs* (EA)

MARCO PAIOLA

*Smart tourism destinations and its integration into territorial certifications* (EA)

TINDARA ABBATE, ELVIRA TIZIANA LA ROCCA, ALFONSO VARGAS-SANCHEZ

Conference  
parallel  
session

## Track - Competition and collaboration in business

(ENG/ITA)

Session chair: *Andrea Moretti*

Room: 10C

*Collaboration types and performance of firms: insights on consumer innovation* (FP)

BEATRICE ORLANDO, ALESSANDRO DE NISCO, GIUSEPPE SANCETTA

*Identifying and assessing the breadth of open innovation practices:  
the impact on innovation performance* (FP)

GABRIELE SANTORO, ALBERTO FERRARIS, STEFANO BRESCIANI

*Knowledge technology improvement in manufacturing systems.  
Case analysis of 'open strategy business model'* (EA)

GIAN LUCA GREGORI, MARIA ROSARIA MARCONE

*Knowledge management in public enterprises* (EA)

MATTEO LANDONI

*Advertising in extreme vs traditional sports. Is there a difference?* (EA)

MICHELA C. MASON, ANDREA MORETTI, DANIELE SCARPI, FRANCESCO RAGGIOTTO

*Who tells the story? Defining visual storytelling as a new territory in digital  
innovation narrative* (EA)

REBECCA PERA

*Le dinamiche cooperative nell'ambito delle imprese multibusiness:  
un caso studio esplicativo* (EA)

ROSANNA AMATA, GIOVANNI BATTISTA DAGNINO, ANNA MINÀ,  
PASQUALE MASSIMO PICONE

*Il contributo della comunicazione al successo della strategia cooperativa* (EA)

SONIA C. GIACCONE, GIOVANNI BATTISTA DAGNINO, ALESSANDRA MAZZEI