

Workshop Program

March 14-15, 2019 University of Padova
Sala Carmeli | Via G. Galilei, 36 Padova

Creating Value
Through Manufacturing:
Exploiting Industry 4.0
in a Circular Economy Framework



Thursday - March 14th

14.30 - Opening remarks

Giulio Cainelli - Director DSEA University of Padova
Eleonora Di Maria, University of Padova

Chair: Eleonora Di Maria, University of Padova

15.00 - Keynote Speech

Prof. Steffen Kinkel
Karlsruhe University of Applied Science

15.45

Industry 4.0 In Europe: A Multi-Level Analysis Of The Programs Facilitating Transition

Jose-Luis Hervas-Oliver (ESIC Business & Marketing School, Universitat Politècnica de Valencia)
Silvia Mompó, Cesar Taboas (Universitat Politècnica de Valencia)

16.15 Coffee break

16.30

Technological integration in Industry 4.0: What drives the emersion of European champions?

Alessandro Muscio (University of Foggia)
Andrea Ciffolilli (Ismeri Europa S.r.l.)

17.00

Do Industry 4.0 technologies matter when companies evaluate reshoring decisions? A literature review

Luciano Fratocchi
Cristina Di Stefano (University of L'Aquila)

17.30 Conclusion

Friday - March 15th

9.30 - Welcome

Chair: Andrea Furlan (University of Padova)

9.45

Does Industry 4.0 pay off? Performance and the role of marketing

Marco Bettiol, Mauro Capestro, Eleonora Di Maria (University of Padova)

10.15

Enabling factors in SMEs digital technology adoption: international openness, human capital, and patient finance

Giancarlo Corò, Mario Volpe (Ca' Foscari University)

10.45

The path (dependency) toward the adoption of Industry 4.0 technologies in SMEs

Daniele Battaglia, Paolo Neirotti, Riccardo Ricci (Politecnico di Torino)

11.15 Coffee break

11.30

The role of the exploration breadth in digital transformation: lessons from Industry 4.0

Marco Paiola, Roberto Grandinetti (University of Padova)

12.00

Industry 4.0 technologies and servitization: an exploratory analysis in the mechanical sector

Guido Bortoluzzi (University of Trieste), Maria Chiarvesio, Raffaella Tabacco, Rubina Romanello (University of Udine)

12.30

Digital Machines, Space And Time: A Sociomateriality Exploration In Motorsport Manufacturing

Paolo Aversa (Cass Business School, City University London), Daniela Iubatti, Gianni Lorenzoni (University of Bologna), Marco Formentini (Audencia Business School)

13.00 Lunch

Chair: Marco Bettiol (University of Padova)

14.00

STEEL 4.0: Opportunities And Challenges Of Industrie 4.0 In The Steel Sector

Laura Tolettini (HHL Leipzig Graduate School of Management; ESF Elbe-Stahlwerke Feralpi GmbH) and Claudia Lehmann (HHL Leipzig Graduate School of Management)

14.30

The strategic orientation towards Industry 4.0 of creative intensive innovative start-ups in Italy

Silvia Rita Sedita, Silvia Blasi (University of Padova)

15.00

Industry 4.0 & Customer Co-Creation Process

Giacomo Büchi, Monica Cugno, Rebecca Castagnoli (University of Torino)

15.30 Coffee break

15.45

Operational excellence and Industry 4.0 in action: interdependencies and performance implications

Andrea Furlan, Ambra Galeazzo (University of Padova)

16.15

Sustainability Strategies, Investments In Industry 4.0 And Circular Economy Results

Valentina De Marchi, Eleonora Di Maria (University of Padova)

16.45

Open discussion

17.30

Conclusive remarks and future research agenda

Eleonora Di Maria, University of Padova