



University of Pavia
*Department of Economics
and Management*

University of Bergamo
*Department of Management,
Information and Production
Engineering*



DREAMT PhD Program in Economics and Management of Technology

Doctoral workshop in Bergamo, 16-17 April 2015

**Campus di Ingegneria dell'Università degli Studi di Bergamo,
Via Pasubio 7 – 24044 Dalmine (BG)**

Thursday 16 April 2015 - Building C - room 302 (3rd floor)

9:45-10:0 Registration

10:00-11:15 - International Entrepreneurship – Genesis, Current State & Future

Patricia McDougall, Kelley School of Business - Indiana University
Antonella Zucchella, University of Pavia
Lucio Cassia, University of Bergamo

11:15-11:30 - BREAK

11:30-13:15 - SESSION I (chaired by Giorgio Rampa)

Developing the Entrepreneurial marketing concept as a strategic process
by Emilia Cubero Dudinskaya (discussant: Antonella Zucchella)

Family firms and international involvement: does quality matter?
by Emanuele Modenesi (discussant: Antonio Majocchi)

The resilience strategy of SMEs in mature clusters
by Elisa Conz (discussant: Antonella Zucchella)

13:15-14:15 - LUNCH

14:15-16:00 - SESSION II (chaired by Sergio Cavalieri)

An alternative stock selection approach with Bayesian networks
by Alessandro Greppi (discussant: Paolo Giudici)

The impact of dynamic capabilities and functional capabilities on firm's performance across divers sectors in the Palestinian market
by Belal Albashiti (discussant: Gianni Vaggi)

Property Rights of land in Iraq (1858-1958): The Dynamic of Institutional Change and the Role of Interest Groups

by Omar A. M Eljoumayle (discussant: Gianni Vaggi)

16:00-16:15 - BREAK

16:15-18:00 - SESSION III (chaired by Antonella Zucchella)

Tell me what to do: Synthesized speech as a persuasive technology in the context of online reviews.

by Marcin Bartosiak (discussant: Emanuele Forlani)

The theory and practice of brand valuation

by Skevi Licollari (discussant: Antonio Majocchi)

M&A in the luxury industry

by Varrichio Luca Manlio (discussant: Caterina Rizzi)

20:00 SOCIAL DINNER - Ristorante Da Franco (<http://www.dafrancobergamo.it>)

Via Colleoni, 8 - 24129 - Bergamo; tel: +39 035238565

Friday 17 April 2015 - Building C - room 302 (3rd floor)

10:00-11:45 - SESSION IV (chaired by Giorgio Rampa)

Customer Experience Management System: Measuring Effects of a CRM System Usage on Performance

by Daniele Marchesani (discussant: Giorgio Rampa)

Monetary transmission models for banking interest rates

by Laura Parisi (discussant: Federica Origo)

Effects of Islamic Banking Activities on Financial Stability Using Financial Network Modelling

Shatha Qamhie Hashem by (discussant: Gianmaria Martini)

11:45-12:00 - BREAK

12:00-13:10 - SESSION V (chaired by Federica Origo)

Uncertainty in business management. A systematic literature review

by Giovanna Magnani (discussant: Tommaso Minola)

Talent development and student's employability

by Caterina Farao (discussant: Giorgio Rampa)

13:10-14:10- LUNCH

14:10-16:30 - SESSION VI (chaired by Gianmaria Martini)

The use of MOOCs in Italian Universities

by Flavio Porta (discussant: Lucio Cassia)

