



Sinergie SIMA
Management Conference



Rediscovering local roots and interactions in management

Conference Proceedings

Short papers

Bari (Italy)

29-30 June 2023

Sinergie-SIMA Management Conference Proceedings
Rediscovering local roots and interactions in management
29-30 June 2023
Mercure Villa Romanazzi Carducci (Bari)

ISBN 978-88-94-7136-3-3

The Conference Proceedings are published online on <https://www.sijmsima.it>

© 2023 FONDAZIONE CUEIM
Via Interrato dell'Acqua Morta, 26
37129 Verona - Italy



Sinergie SIMA
Management Conference

Rediscovering local roots and interactions in management

29-30 June 2023

Conference Proceedings

Short Papers

edited by

*Arabella Mocciaro Li Destri, Marta Ugolini,
Angeloantonio Russo and Savino Santovito*

Conference chairs

ANGELOANTONIO RUSSO *LUM University*
SAVINO SANTOVITO *University of Bari "Aldo Moro"*
ARABELLA MOCCIARO LI DESTRI *University of Palermo - SIMA*
MARTA UGOLINI *University of Verona - Sinergie Italian Journal of Management*

Scientific committee

BEATRICE LUCERI (Coordinator) *University of Parma*
CLAUDIO BACCARANI *University of Verona*
DANIELA BAGLIERI *University of Messina*
ANGELO BONFANTI *University of Verona*
FRANCESCA CABIDDU *University of Cagliari*
SANDRO CASTALDO *Bocconi University*
ELENA CEDROLA *University of Macerata*
MARIA CHIARVESIO *University of Udine*
FRANCESCO CIAMPI *University of Florence*
DANIELE DALLI *University of Pisa*
GAETANO M. GOLINELLI *Sapienza University of Roma*
MONICA GROSSO *Emlyon Business School, France*
CHARLES HOFACKER *Florida State University, USA*
GENNARO IASEVOLI *University of Roma LUMSA*
JACQUES MARTIN *University of Toulon, France*
UMBERTO MARTINI *University of Trento*
CLELIA MAZZONI *University of Campania Luigi Vanvitelli*
ANTIGONI PAPADIMITRIOU *Lehigh University, USA*
ALBERTO PASTORE *Sapienza University of Roma*
TONINO PENCARELLI *University of Urbino Carlo Bo*
RICCARDO RESCINITI *University of Sannio*
ELITA SCHILLACI *University of Catania*
ALFONSO VARGAS-SÁNCHEZ *University of Huelva, Spain*
DONATA VIANELLI *University of Trieste*
ROBERTO VONA *University of Naples Federico II*

Organizing committee

FABRIZIO BALDASSARRE *University of Bari "Aldo Moro"*
RAFFAELE CAMPO *University of Bari "Aldo Moro"*
DOMENICO MORRONE *LUM University*
FABIO MUSSO *University of Urbino*
LARA PENCO *University of Genova*
PIERFELICE ROSATO *University of Bari "Aldo Moro"*
ROSAMARTINA SCHENA *LUM University*

Editorial staff

FABIO CASSIA *University of Verona*
NICOLA COBELLI *University of Verona*
LAURA CIARMELA *Sinergie Italian Journal of Management*
ADA ROSSI *Sinergie Italian Journal of Management*

Registration and invoicing

ANNALISA ANDRIOLO *Sinergie Italian Journal of Management*
ADELE FERRAGAMO *SIMA*

**The Conference Chairs and the Scientific Committee
are grateful to the following reviewers who have actively
contributed to the peer review process**

| | |
|-------------------------|---|
| GIANPAOLO ABATECOLA | <i>University of Roma Tor Vergata</i> |
| TINDARA ABBATE | <i>University of Messina</i> |
| GRAZIANO ABRATE | <i>University of Piemonte Orientale</i> |
| GAETANO AIELLO | <i>University of Firenze</i> |
| SIMONE AIOLFI | <i>University of Parma</i> |
| ANTONELLA ANGELINI | <i>University of Pisa</i> |
| NORA ANNESI | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| ELEONORA ANNUNZIATA | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| GINEVRA ASSIA ANTONELLI | <i>Luiss Guido Carli - Roma</i> |
| ALESSIA ANZIVINO | <i>University Cattolica del Sacro Cuore</i> |
| BARBARA Aquilani | <i>University of Tuscia</i> |
| ELISA ARRIGO | <i>University of Milano Bicocca</i> |
| ANDREA BAFUNDI | <i>University of Padova</i> |
| GIOVANNA BAGNATO | <i>University of Torino</i> |
| GABRIELE BAIMA | <i>University of Torino</i> |
| FABRIZIO BALDASSARRE | <i>University of Bari</i> |
| BENEDETTA BALDI | <i>University of Verona</i> |
| MARCO BALZANO | <i>Ca' Foscari University of Venice</i> |
| MARIASOLE BANNO' | <i>University of Brescia</i> |
| AUGUSTO BARGONI | <i>University of Torino</i> |
| DOMENICA BARILE | <i>University LUM Giuseppe Degennaro</i> |
| ALESSANDRO BARONCELLI | <i>University Cattolica del Sacro Cuore</i> |
| CLARA BASSANO | <i>University of Salerno</i> |
| NICOLA BELLINI | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| SILVIA BELLINI | <i>University of Parma</i> |
| VALERIA BELVEDERE | <i>University Cattolica del Sacro Cuore</i> |
| LARA BENEVOLO | <i>University of Genova</i> |
| MARCO BERARDI | <i>University of Chieti e Pescara</i> |
| MARA BERGAMASCHI | <i>University of Bergamo</i> |
| CRISTINA BETTINELLI | <i>University of Bergamo</i> |
| FRANCESCO BIFULCO | <i>University of Napoli Federico II</i> |
| ANIELE BINCI | <i>University of Roma Tor Vergata</i> |
| SILVIA BIRAGHI | <i>University Cattolica del Sacro Cuore</i> |
| SILVIA BLASI | <i>University of Padova</i> |
| ROBERTA BOCCONCELLI | <i>University of Urbino Carlo Bo</i> |
| MICHELLE BONERA | <i>University of Brescia</i> |
| ANGELO BONFANTI | <i>University of Verona</i> |
| GUIDO BORTOLUZZI | <i>University of Trieste</i> |
| ANTONIO BOTTI | <i>University of Salerno</i> |
| ANTONIA BRANDONISIO | <i>University LUM Giuseppe Degennaro</i> |
| FEDERICO BRUNETTI | <i>University of Verona</i> |
| CLEMENTINA BRUNO | <i>University of Piemonte Orientale</i> |
| FEDERICA BUFFA | <i>University of Trento</i> |
| NICOLETTA BURATTI | <i>University of Genova</i> |
| ANNA CABIGIOSU | <i>Ca' Foscari University of Venice</i> |
| FEDERICA CABONI | <i>University of Cagliari</i> |
| ANTONELLA CAMMAROTA | <i>University of Sannio</i> |
| RAFFAELE CAMPO | <i>University of Bari</i> |
| ELENA CANDELO | <i>University of Torino</i> |
| ROSSELLA CANESTRINO | <i>University of Napoli Parthenope</i> |
| CHIARA CANNAVALE | <i>University of Napoli Parthenope</i> |

| | |
|-------------------------------|--|
| ARTURO CAPASSO | <i>University of Sannio</i> |
| FRANCESCO CAPPA | <i>LuiSS Guido Carli - Roma</i> |
| GIUSEPPE CAPPIELLO | <i>University of Bologna</i> |
| ANDREA CAPUTO | <i>University of Trento</i> |
| MARIA GRAZIA CARDINALI | <i>University of Parma</i> |
| SILVIO CARDINALI | <i>University Politecnica delle Marche</i> |
| ANGELA CARIDÀ | <i>University Magna Graecia di Catanzaro</i> |
| FRANCESCO CARIGNANI DI NOVOLI | <i>University of Napoli Federico II</i> |
| CECILIA CASALEGNO | <i>University of Torino</i> |
| FRANCESCO CASARIN | <i>Ca' Foscari University of Venice</i> |
| ELENA CASPRINI | <i>University of Siena</i> |
| FABIO CASSIA | <i>University of Verona</i> |
| LAURA CASTALDI | <i>University of Campania Luigi Vanvitelli</i> |
| SANDRO CASTALDO | <i>Bocconi University</i> |
| PAOLA CASTELLANI | <i>University of Verona</i> |
| ELENA CEDROLA | <i>University of Macerata</i> |
| RICKY CELENTA | <i>University of Salerno</i> |
| MARA CERQUETTI | <i>University of Macerata</i> |
| FABRIZIO CESARONI | <i>University of Messina</i> |
| MARIA CHIARVESIO | <i>University of Udine</i> |
| FRANCESCO CIAMPI | <i>University of Firenze</i> |
| MARIA VINCENZA CIASULLO | <i>University of Salerno</i> |
| MARIA CRISTINA CINICI | <i>University of Messina</i> |
| NICOLA COBELLI | <i>University of Verona</i> |
| CHIARA COLAMARTINO | <i>University LUM Giuseppe Degennaro</i> |
| FRANCESCA COLLEVECCHIO | <i>University Politecnica delle Marche</i> |
| MARIA COLURCIO | <i>University Magna Graecia di Catanzaro</i> |
| ILENIA CONFENTE | <i>University of Verona</i> |
| FRANCESCA CONTE | <i>University of Salerno</i> |
| EMANUELA CONTI | <i>University of Urbino Carlo Bo</i> |
| ELISA CONZ | <i>University of Pavia</i> |
| DANIELA CORSARO | <i>IULM University</i> |
| FILIPPO CORSINI | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| MARIA COSCIA | <i>University of Napoli Parthenope</i> |
| SILVIA COSIMATO | <i>University of Napoli Federico II</i> |
| ALESSANDRA COZZOLINO | <i>Sapienza University of Roma</i> |
| KAROLINA CRESPI GOMES | <i>University of Padova</i> |
| FRANCESCO CRISCI | <i>University of Udine</i> |
| MATTEO CRISTOFARO | <i>University of Roma Tor Vergata</i> |
| CHIARA CRUDELE | <i>University of Salerno</i> |
| ANTONIO CRUPI | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| NICOLA CUCARI | <i>Sapienza University of Roma</i> |
| VALENTINA CUCINO | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| MARIAPIA CUTUGNO | <i>University of Messina</i> |
| DAVID D'ACUNTO | <i>University of Verona</i> |
| GIOVANNI BATTISTA DAGNINO | <i>University of Rome Lumsa - Palermo Campus</i> |
| DANIELE DALLI | <i>University of Pisa</i> |
| GIORGIA D'ALLURA | <i>University of Catania</i> |
| EDOARDO D'ANDRASSI | <i>University of Pegaso</i> |
| ALFREDO D'ANGELO | <i>University Cattolica del Sacro Cuore</i> |
| EUGENIO D'ANGELO | <i>University of Pegaso</i> |
| VIVIANA D'ANGELO | <i>University Cattolica del Sacro Cuore</i> |
| MARIO D'ARCO | <i>University of Sannio</i> |
| ERNESTO D'AVANZO | <i>University of Trento</i> |
| CHIARA DE BERNARDI | <i>IUSS - Scuola Universitaria Superiore Pavia</i> |
| FRANCESCA DE CANIO | <i>University of Modena e Reggio Emilia</i> |
| ALESSANDRA DE CHIARA | <i>University of Napoli L'Orientale</i> |

| | |
|---------------------------|--|
| DOMENICO DE FANO | <i>University LUM Giuseppe Degennaro</i> |
| PIETRO DE GIOVANNI | <i>LuiSS Guido Carli - Roma</i> |
| VALENTINA DE MARCHI | <i>University of Padova</i> |
| SARA DE MASI | <i>University of Firenze</i> |
| ALFREDO DE MASSIS | <i>Dalmine - Ex Enel</i> |
| SABINA DE ROSIS | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| IVANO DE TURI | <i>University LUM Giuseppe Degennaro</i> |
| GIACOMO DEL CHIAPPA | <i>University of Sassari</i> |
| GIOVANNA DEL GAUDIO | <i>University of Napoli Federico II</i> |
| PASQUALE DEL VECCHIO | <i>University of Salento</i> |
| EMANUELA DELBUFALO | <i>University Europea Di Roma</i> |
| BICE DELLA PIANA | <i>University of Salerno</i> |
| STEFANO DE NICOLAI | <i>University of Pavia</i> |
| CINZIA DESSI | <i>University of Cagliari</i> |
| ANGELA DETTORI | <i>University of Cagliari</i> |
| ELEONORA DI MARIA | <i>University of Padova</i> |
| NADIA DI PAOLA | <i>University of Napoli Federico II</i> |
| FRANCESCA DI PIETRO | <i>University of Milano Bicocca</i> |
| DOMENICO DI PRISCO | <i>LuiSS Guido Carli - Roma</i> |
| FRÉDÉRIC DIMANCHE | <i>Toronto Metropolitan University</i> |
| MAURO DINI | <i>University of Urbino Carlo Bo</i> |
| GIULIA DORE | <i>University of Trento</i> |
| SAIDA EL ASSAL | <i>University of Bari</i> |
| ENG TECK-YONG | <i>Henley Business School University</i> |
| MONICA FAIT | <i>University of Salento</i> |
| MARIA FEDELE | <i>University of Cassino and Southern Lazio, Italy</i> |
| ROSANGELA FEOLA | <i>University of Salerno</i> |
| ROSARIA FERLITO | <i>University of Catania</i> |
| MICHELA FLORIS | <i>University of Cagliari</i> |
| BARBARA FRANCONI | <i>University of Urbino Carlo Bo</i> |
| STEFANO FRANCO | <i>LuiSS Guido Carli - Roma</i> |
| DOMENICO FRASCATI | <i>University LUM Giuseppe Degennaro</i> |
| MARTHA MARY FRIEL | <i>IULM University</i> |
| AMBRA GALEAZZO | <i>University of Padova</i> |
| SILVANA GALLINARO | <i>University of Torino</i> |
| MARCO GALVAGNO | <i>University of Catania</i> |
| ROSSELLA GAMBETTI | <i>University Cattolica del Sacro Cuore</i> |
| MARIA EMILIA GARBELLI | <i>University of Milano Bicocca</i> |
| VITTORIO MARIA GARIBBO | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| ANTONELLA GAROFANO | <i>University of Campania Luigi Vanvitelli</i> |
| BARBARA GAUDENZI | <i>University of Verona</i> |
| FRANCESCO GHEZZI | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| SONIA CATERINA GIACCONE | <i>University of Catania</i> |
| CHIARA GIACHINO | <i>University of Torino</i> |
| ELENA GIARETTA | <i>University of Verona</i> |
| BENEDETTA GRANDI | <i>University of Parma</i> |
| ALBERTO GRANDO | <i>Bocconi University</i> |
| SIMONE GUERCINI | <i>University of Firenze</i> |
| NATALIA MARZIA GUSMEROTTI | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| RADA GUTULEAC | <i>University of Torino</i> |
| BIRGIT HAGEN | <i>University of Pavia</i> |
| LEA IAIA | <i>University of Chieti e Pescara</i> |
| GABRIELE IANIRO | <i>University of Molise</i> |
| FABIO IANNONE | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| MARCO IEVA | <i>University of Parma</i> |
| ANNA RITA IRIMIAS | <i>Corvinus University of Budapest, Ungheria</i> |
| FILOMENA IZZO | <i>University of Campania Luigi Vanvitelli</i> |

| | |
|-----------------------------|---|
| DIALA KABBARA | <i>University of Pavia</i> |
| NORIFUMI KAWAI | <i>University of Bergamo</i> |
| ELVIRA TIZIANA LA ROCCA | <i>University of Messina</i> |
| MAURIZIO LA ROCCA | <i>University of Calabria</i> |
| HU LALA | <i>University Cattolica del Sacro Cuore</i> |
| SABRINA LATUSI | <i>University of Parma</i> |
| FRANCESCO LAVIOLA | <i>Sapienza University of Roma</i> |
| CRISTINA LEONE | <i>University of Palermo</i> |
| LUNA LEONI | <i>University of Roma Tor Vergata</i> |
| GABRIELLA LEVANTI | <i>University of Palermo</i> |
| DAVIDE LIBERATO LO CONTE | <i>Sapienza University of Roma</i> |
| LETIZIA LO PRESTI | <i>University Telematica Unitelma Sapienza</i> |
| PIERPAOLO MAGLIOCCA | <i>University of Foggia</i> |
| GIOVANNA MAGNANI | <i>University of Pavia</i> |
| MATS MAGNUSSON | <i>KTH Royal Institute of Technology in Stockholm</i> |
| RICCARDO MAIOLINI | <i>John Cabot University</i> |
| ANTONIO MAJOCCHI | <i>University of Pavia</i> |
| FILIPPO MARCHESANI | <i>University of Chieti e Pescara</i> |
| GIANLUCA MARCHI | <i>University of Modena e Reggio Emilia</i> |
| NANCY ELONA MARKU | <i>University of Cagliari</i> |
| MICHELA MARI | <i>University of Roma Tor Vergata</i> |
| MARCELLO MARIANI | <i>University of Bologna</i> |
| ALBA MARINO | <i>University of Messina</i> |
| VITTORIA MARINO | <i>University of Sannio</i> |
| VERONICA MAROZZO | <i>University of Messina</i> |
| ELISA MARTINELLI | <i>University of Modena e Reggio Emilia</i> |
| UMBERTO MARTINI | <i>University of Trento</i> |
| ALICE MARTINY | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| MICHELA CESARINA MASON | <i>University of Udine</i> |
| MARTINA MATTIOLI | <i>University of Chieti e Pescara</i> |
| CHIARA MAURI | <i>University LIUC</i> |
| LEONARDO MAZZONI | <i>University of Padova</i> |
| MARCO FRANCESCO MAZZÙ | <i>Luiss Guido Carli - Roma</i> |
| DOMENICO MECCA | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| OLIMPIA MEGLIO | <i>University of Sannio</i> |
| MONIA MELIA | <i>University Magna Graecia di Catanzaro</i> |
| ANNA MENOZZI | <i>University of Piemonte Orientale</i> |
| ANTONIO MESSENI PETRUZZELLI | <i>Politecnico di Bari</i> |
| LAURA MICHELINI | <i>University LUMSA of Roma</i> |
| MARGHERITA MIETTO | <i>University LIUC</i> |
| MATILDE MILANESI | <i>University of Firenze</i> |
| MARGHERITA MILOTTA | <i>University of Pavia</i> |
| ANNA MINÀ | <i>University of Rome Lumsa - Palermo Campus</i> |
| MICHELE MODINA | <i>University of Molise</i> |
| LUDOVICA MOI | <i>University of Cagliari</i> |
| MARIA GABRIELA MONTANARI | <i>University of Vienna</i> |
| DOMENICO MORRONE | <i>University LUM Jean Monnet</i> |
| ALESSIA MUNNIA | <i>University of Catania</i> |
| GRAZIA MURTARELLI | <i>IULM University</i> |
| FABIO MUSSO | <i>University of Urbino Carlo Bo</i> |
| GIULIA NEVI | <i>Sapienza University of Roma</i> |
| MELITA NICOTRA | <i>University of Catania</i> |
| SANDRA NOTARO | <i>University of Trento</i> |
| MIRKO OLIVIERI | <i>IULM University</i> |
| BEATRICE ORLANDO | <i>University of Ferrara</i> |
| MARIO OSSORIO | <i>University of Campania Luigi Vanvitelli</i> |
| LINDA OSTI | <i>University of Bolzano</i> |

| | |
|---------------------------|---|
| ALESSANDRO PAGANO | <i>University of Urbino Carlo Bo</i> |
| MARCO UGO PAIOLA | <i>University of Padova</i> |
| CHIARA PALAGONIA | <i>LUMSA University</i> |
| MARIA PALAZZO | <i>University of Salerno</i> |
| ADELE PARMENTOLA | <i>University of Napoli Parthenope</i> |
| CECILIA PASQUINELLI | <i>University of Napoli Parthenope</i> |
| MARIACARMELA PASSARELLI | <i>University of Calabria</i> |
| PIERLUIGI PASSARO | <i>University of Bari</i> |
| GIUSEPPE PEDELIENTO | <i>University of Bergamo</i> |
| TONINO PENCARELLI | <i>University of Urbino Carlo Bo</i> |
| LARA PENCO | <i>University of Genova</i> |
| REBECCA PERA | <i>University of Torino</i> |
| MIRKO PERANO | <i>Reald University College</i> |
| FRANCESCO ANTONIO PEROTTI | <i>University of Torino</i> |
| ANDREA PICCALUGA | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| PASQUALE MASSIMO PICONE | <i>University of Palermo</i> |
| MARCO PIRONTI | <i>University of Torino</i> |
| GIUSEPPE PIRRONE | <i>University of Pavia</i> |
| ROBERTA PISANI | <i>Bocconi University</i> |
| VINCENZO PISANO | <i>University of Catania</i> |
| ALESSIA PISONI | <i>University of Insubria</i> |
| GABRIELE PIZZI | <i>University of Bologna Sede Di Rimini</i> |
| SARA POGGESI | <i>University of Roma Tor Vergata</i> |
| SIMONE POLEDRINI | <i>University of Perugia</i> |
| LORENZO PRATAVIERA | <i>LUMSA University</i> |
| ANGELO PRESENZA | <i>University of Molise</i> |
| LUDOVICA PRINCIPATO | <i>University of Roma Tre</i> |
| GIORGIA PROFUMO | <i>University of Genova</i> |
| TOMMASO PUCCI | <i>University of Siena</i> |
| FRANCESCA PUCCIARELLI | <i>University of Turin</i> |
| SEBASTIAN PUSCEDDU | <i>Sapienza University of Roma</i> |
| ANDREA QUINTILIANI | <i>University Telematica Pegaso</i> |
| SILVIA RANFAGNI | <i>University of Firenze</i> |
| ANGELA RELLA | <i>University LUM Giuseppe Degennaro</i> |
| SABRINA RESTANTE | <i>Sapienza University of Roma</i> |
| SABINA RIBOLDAZZI | <i>University of Milano Bicocca</i> |
| MARIO RISSO | <i>Unicusano</i> |
| ANGELO RIVIEZZO | <i>University of Sannio</i> |
| FRANCESCO RIZZI | <i>University of Perugia</i> |
| CRISTIAN RIZZO | <i>University of Torino</i> |
| RUBINA ROMANELLO | <i>University of Udine</i> |
| MARCO ROMANO | <i>University of Catania</i> |
| STEFANIA ROMENTI | <i>Iulm University</i> |
| STEFANO ROMITO | <i>University of Milano</i> |
| EMANUELA RONDI | <i>University of Bolzano</i> |
| PIERFELICE ROSATO | <i>University of Salento</i> |
| CHIARA ROSSATO | <i>University of Verona</i> |
| MARCO VALERIO ROSSI | <i>Sapienza University of Roma</i> |
| ANDREA RUNFOLA | <i>University of Perugia</i> |
| FRANCESCO RUSSO | <i>University of Catania</i> |
| IVAN RUSSO | <i>University of Verona</i> |
| TIZIANA RUSSO SPENA | <i>University of Napoli Federico II</i> |
| FEDERICA SACCO | <i>University of Pavia</i> |
| EL ASSAL SAIDA | <i>LUM University</i> |
| KAROLINA SALLAKU | <i>LUM University</i> |
| GIADA SALVIETTI | <i>University of Parma</i> |
| ANDREA SANGERMANO | <i>University of Bergamo</i> |

| | |
|---------------------------|---|
| FRANCESCA SANGUINETI | <i>University of Pavia</i> |
| ERICA SANTINI | <i>University of Trento</i> |
| SAVINO SANTOVITO | <i>University of Bari</i> |
| MARIALUISA SAVIANO | <i>University of Salerno</i> |
| ROSA MARTINA SCHENA | <i>University of LUM</i> |
| FRANCESCO SCHIAVONE | <i>University of Napoli Parthenope</i> |
| ROBERTO SCHIESARI | <i>University of Torino</i> |
| CARMELA ELITA SCHILLACI | <i>University of Catania</i> |
| MAURO SCIARELLI | <i>University of Napoli Federico II</i> |
| PAOLA SCORRANO | <i>University of Salento</i> |
| PETER ŠEDÍK | <i>Slovak University of Agriculture in Nitra</i> |
| SILVIA RITA SEDITA | <i>University of Padova</i> |
| FRANCESCA SERRAVALLE | <i>University of Torino</i> |
| FABIOLA SFODERA | <i>Sapienza University of Roma</i> |
| PAOLA SIGNORI | <i>University of Verona</i> |
| RAFFAELE SILVESTRI | <i>University of Bari</i> |
| FRANCESCA SIMEONI | <i>University of Verona</i> |
| MARIO SORRENTINO | <i>University of Campania Luigi Vanvitelli</i> |
| SONIA MARIACARMELA STRANO | <i>University of Messina</i> |
| LENKA SVAJDOVA | <i>VŠB-Technical University of Ostrava</i> |
| ANNUNZIATA TARULLI | <i>University of LUM</i> |
| FRANCESCO TESTA | <i>Sant'Anna School of Advanced Studies, Pisa</i> |
| MARCO TREGUA | <i>University of Napoli Federico II</i> |
| ORONZO TRIO | <i>University of Salento</i> |
| REBECCA TRIVELLI | <i>University of Chieti e Pescara</i> |
| ANNA MARIA TUAN | <i>University of Bologna</i> |
| ANNALISA TUNISINI | <i>University Cattolica del Sacro Cuore</i> |
| GIANLUCA VAGNANI | <i>Sapienza University of Roma</i> |
| NICOLA VARRONE | <i>University Magna Graecia di Catanzaro</i> |
| ŠÁRKA VELČOVSKÁ | <i>VŠB-Technical University of Ostrava</i> |
| DONATA TANIA VERGURA | <i>University of Parma</i> |
| MASSIMILIANO VESCI | <i>University of Salerno</i> |
| MILENA VIASSONE | <i>University of Torino</i> |
| VANIA VIGOLO | <i>University of Verona</i> |
| FRANCESCO VITELLARO | <i>University of Genova</i> |
| FILIPPO VITOLLA | <i>University of LUM</i> |
| AGOSTINO VOLLERO | <i>University of Salerno</i> |
| ROBERTO VONA | <i>University of Napoli Federico II</i> |
| SIMONE VONA | <i>University of Chieti e Pescara</i> |
| CLODIA VURRO | <i>University of Milano</i> |
| ALESSANDRA ZAMPARINI | <i>University della Svizzera Italiana</i> |
| LORENZO ZANNI | <i>University of Siena</i> |
| CRISTINA ZERBINI | <i>University of Parma</i> |
| CRISTINA ZILIANI | <i>University of Parma</i> |
| ANTONELLA ZUCHELLA | <i>University of Pavia</i> |

To the reader,

this volume contains the short papers of the Sinergie-SIMA 2023 Management Conference, hosted by the LUM University and University of Bari at Mercure Villa Romanazzi Carducci (Bari) on June 29th and 30th 2023.

Theory and practice in the field of management have been challenged by the emergence of deep transitions such as those driven by globalization, the rise of social and environmental issues, and the diffusion of digital technologies. Events such as the ensuing geopolitical crises and the pandemic further contribute to spur management scholars to feel the call to produce impactful research with theoretical and managerial implications on the relationship between location and strategy (Bathelt and Li, 2022).

As a consequence, scholars and practitioners have been asked to design new business models and rethink value chains in a twofold direction (Mazutis et al., 2021). First, the relevance of local roots sheds light on the way people create and shape places, as much as places shape people and their organizations, suggesting a need to rethink how all lives ‘take place’ in places, as well as how all business happens in places (Sternad et al., 2017). Second, a need for new interactions emerges, suggesting that businesses are deeply connected to their roots, that are their homes, from which they draw inspiration, identity, and sources of competitive advantage (Soderstrom and Weber, 2020).

Rediscovering local roots and specific assets, as well as developing new ways of interaction among the economic actors and their stakeholders, can help firms to design effective and innovative strategies to create and share values (Mair et al., 2016), with positive economic, social, and environmental impacts (Attig and Brockman, 2017).

Several research questions stimulate an interdisciplinary debate in the field of management. These questions relate to the ability of firms and managers to move, among the others, between global and local relations, near/physical and far/digital interactions, reshoring and offshoring activities, omnichannel competition and retail interactions, market transactions and system operating structures, traditional and innovative approaches, social/local benefits and financial/global performances, business ethics and ethics in business.

In the same way, different theories, methodological approaches, and units of analysis are required to generate scientific research that has an impact not only in terms of theoretical contribution but also on the real business world.

The Sinergie-SIMA 2023 Management Conference was a great occasion to discuss about the research efforts of our research community on thematic tracks related to the Conference theme (the function of territorial or cultural roots and of operational interactions in management) and the SIMA thematic groups (Entrepreneurship, Innovation & technology management, International business, Marketing, Retailing & Service management, Small & family business, Strategic communication, Strategy & Governance, Supply chain management, logistics & operations, Sustainability, and Tourism and culture management).

The Conference call for papers gave the opportunity to submit either short or long papers. Overall, the editorial staff received 215 short papers and 63 long papers.

For the *short and long papers*, the evaluation followed the peer review process, with a double-blind review performed by two referees - university lecturers, expert about the topic - selected among SIMA and the community of Sinergie members.

In detail, the referees applied the following criteria to evaluate the submissions:

- clarity of the research aims,
- accuracy of the methodological approach,
- contribution in terms of originality/innovativeness,

- theoretical and practical contribution,
- clarity of communication,
- significance of the bibliographical basis.

The *peer review* process resulted in full acceptance or rejection of the submissions. In the case of disagreement among reviewers' evaluations, the decision was taken by the Chairs of the SIMA thematic groups or conference track. Each work was then sent back to the Authors together with the referees' reports. The suggestions received by the referees were used by the Authors during the presentation of their research works at the Conference.

The evaluation process ended with the acceptance of 215 short papers and 62 long papers, which were published in two distinct volumes.

All the short papers published in this volume were presented and discussed during the Conference and published online on the web portal of Sinergie-SIMA Management Conference (<https://www.sijmsima.it/>).

While thanking all the Authors, Chairs and participants, we hope that this volume will contribute to advance knowledge about the rediscovering local roots and interactions in management.

The Conference Chairs

Angelantonio Russo, Savino Santovito, Arabella Mocciaro Li Destri and Marta Ugolini

SUMMARY

| | |
|--|--------|
| <i>The impact of corporate governance on corporate social responsibility in family firms: What effects?</i> FRANCESCO GANGI, LUCIA MICHELA DANIELE, NICOLA VARRONE, MARIA COSCIA, EUGENIO D'ANGELO | PAG. 1 |
| <i>Consortia's performance in public procurement contracts: Preliminary evidence from road works</i> ANDREA BAFUNDI, RICCARDO CAMBONI, LUIGI MORETTI, PAOLA VALBONESI | “ 9 |
| <i>The mitigating effect of electronic commerce adoption on the negative relationship between public tendering and export: Evidence from Italian food & beverage SMEs</i> JACOPO BALLERINI, DANIELE GIORDINO | “ 15 |
| <i>Critical thinking in business – Comparative analysis of online job postings in Italy and Poland</i> MAŁGORZATA SKRZEK-LUBASIŃSKA, RADOSŁAW MALIK, VILMA ÇEKANI | “ 21 |
| <i>Radical innovation project and equity crowdfunding: The role of prior financing and of Teamwork creativity</i> CARLOTTA BOTTARO, RAFFAELE STAGLIANÒ, FABRIZIO CESARONI | “ 27 |
| <i>Human psychology and investment decisions of cryptocurrencies investors</i> NAVEED AND REHAN | “ 33 |
| <i>The effect of dynamic capabilities on AI adoption and management in the Wine Ecosystem</i> ANGELO A. CAMILLO, CECILIA CASALEGNO, GIOVANNA BAGNATO, CHIARA CIVERA | “ 39 |
| <i>Artificial intelligence and digital entrepreneurship: Literature review and further RESEARCH</i> PIERO VALENTINI, MARIACARMELA PASSARELLI, GIUSEPPE BONGIORNO, ALFIO CARIOLA | “ 47 |
| <i>Beyond the virtual realm: An introductory investigation on inward and outward emotional responses to sustainable fashion products in the metaverse</i> IRENE DELLA SALA, MARCO FRANCESCO MAZZÙ, ANGELO BACCELLONI | “ 53 |
| <i>Prototyping new organizational forms to develop and transfer digital innovation: Design and validation</i> VALENTINA FORRER, ALESSANDRO NARDUZZO, MONICA NATHALIE BERTOLINI | “ 61 |
| <i>Living Labs: A systematic literature review</i> KHATEREH GHASEMZADEH, FRANCESCA CAPO, LORENA MARIA D'AGOSTINO, SALVATORE TORRISI | “ 67 |
| <i>Innovation and Peripheries: Cross-disciplinary evidence from a bibliometric review</i> ALBA MARINO, GIOVANNA TERRIZZI, MARIA CRISTINA CINICI, DANIELA BAGLIERI | “ 73 |
| <i>A bibliometric analysis of the effect of emerging technologies on management theories: Current themes and research agenda</i> VALERIO NATALE, NICCOLÒ FIORINI, TOMMASO PUCCI, ELENA CASPRINI, LORENZO ZANNI | “ 85 |
| <i>The impact of technological improvements in the agri-food sector: A literature review from a managerial perspective</i> ALBERTO MASSACCI, MERIAM TRABELSI, ELENA CASPRINI, TOMMASO PUCCI, LORENZO ZANNI | “ 93 |
| <i>Determinants of digital financial behavior</i> SILVIA INTINI, CANDIDA BUSSOLI, LUCREZIA FATTOBENE | “ 99 |
| <i>Evoluzione del modello di business nella filiera agroalimentare: l'impatto degli investimenti tecnologici</i> DILETTA PILOCA, BERNARDINO QUATTROCIOCCHI, SABRINA RESTANTE, FRANCESCO MERCURI | “ 103 |
| <i>International marketing and spirituality: Is there a relationship?</i> RAFFAELE CAMPO, PIERFELICE ROSATO, SAVINO SANTOVITO, SILVIA GRAVILI | “ 109 |
| <i>Investigating the interdependence of innovation and internationalization</i> MARIASOLE BANNÒ, EMILIA FILIPPI, CHIARA LEGGERINI | “ 115 |

| | |
|---|----------|
| <i>The role of country-of-origin in the relationship between sustainability and consumers' willingness to pay for a brand</i> | PAG. 121 |
| MARIA GABRIELA MONTANARI, MICHELA MATARAZZO, ADAMANTIOS DIAMANTOPOULOS | |
| <i>Resilience of global value chains: A multiple case study of MNEs in the healthcare industry</i> | “ 127 |
| FEDERICA SACCO, GIOVANNA MAGNANI, PIETRO PREVITALI | |
| <i>Il ruolo di bridging institutional actor delle imprese multinazionali nella promozione della sostenibilità</i> | “ 137 |
| CRISTINA LEONE, PASQUALE MASSIMO PICONE, ARABELLA MOCCIARO LI DESTRI | |
| <i>Brand activism: A survey on the level of consumer awareness and involvement</i> | “ 143 |
| FABIO MUSSO, FEDERICA MURMURA, ELISABETTA SAVELLI, LAURA BRAVI | |
| <i>Generation z's reactions to brand activism: The role of self-identity and familiarity</i> | “ 147 |
| ANTONELLA CAMMAROTA, GENEROSO BRANCA, VITTORIA MARINO, RICCARDO RESCINITI | |
| <i>Managing consumer-brand relationships on digital live streaming platform: A comparative study</i> | “ 153 |
| FRANCESCO CALZA, GIUSEPPE LA RAGIONE, MICHELE QUINTANO, MARCELLO RISITANO | |
| <i>Coping strategies and corrective actions to address consumer vulnerability in the digital context: A systematic literature review</i> | “ 159 |
| VERONICA CAPONE, LETIZIA LO PRESTI, GIULIO MAGGIORE | |
| <i>The benefit factor: Understanding the role of benefits in in-game advertising consumers' response</i> | “ 165 |
| LUCA MATTEO ZAGNI, CRISTIAN RIZZO | |
| <i>The rise of virtual influencers: Bizarrely realistic or scarily uncanny?</i> | “ 171 |
| RADA GUTULEAC, GABRIELE BAIMA, CRISTIAN RIZZO | |
| <i>Something red, something blue. A psychomarketing approach to political branding</i> | “ 177 |
| ANDREA BAZZANI, GIOVANNI GASPARINI, UGO FARAGUNA, GIUSEPPE TURCHETTI | |
| <i>Food labels in a consumer behavior perspective: A bibliometric analysis</i> | “ 183 |
| GUIDO CRISTINI, ANNA BONCOMPAGNI, CRISTINA ZERBINI | |
| <i>The relevance of local business ecosystem in sustainable business model</i> | “ 193 |
| ROSARIA FERLITO, ROSARIO FARACI | |
| <i>The interplay between humanistic management and regenerative development: Renewal of community-based destinations in the hinterland</i> | “ 199 |
| STEFAN LAZIC, MARIA DELLA LUCIA | |
| <i>Co-producing chronic care services in rural and urban scenarios: two discrete choice experiments</i> | “ 205 |
| VERONICA SPATARO, SABINA DE ROSIS, MILENA VAINIERI | |
| <i>Preferences for monetary and non-monetary rewards in loyalty programs: The effect of gender and generation</i> | “ 213 |
| GIADA SALVIETTI, MARCO IEVA, CRISTINA ZILIANI | |
| <i>The gap between real and perceived sustainability inside grocery stores</i> | “ 221 |
| MARIA GRAZIA CARDINALI, BENEDETTA GRANDI, SUSANNA GRAZIANO | |
| <i>Grocery shopping: Just a matter of time?</i> | “ 227 |
| CHIARA MAURI, FAUSTO PACICCO, GRETA SIRACUSA, LUIGI VENA, ANDREA VENEGONI | |
| <i>The Metaverse phenomenon: A first approach based on bibliometric analysis</i> | “ 233 |
| SIMONE AIOLFI, BEATRICE LUCERI, MARTA BARATTIN, SABRINA LATUSI | |
| <i>Artificial intelligence robots in social groups: An extension of the AIDUA model</i> | “ 243 |
| FABIANA SEPE, VALENTINA DELLA CORTE, GIOVANNA DEL GAUDIO, SIMONE LUONGO, ENRICO DI TARANTO | |
| <i>What open innovation practices enhance SMEs' adoption of big data?</i> | “ 249 |
| GIULIO FERRIGNO, SAVERIO BARABUFFI- ENRICO MARCAZZAN, ANDREA PICCALUGA | |

| | |
|--|----------|
| <i>Innovative SMEs, board gender diversity and firm performance: An empirical analysis in Italy</i> VALERIA SCHIFILLITI, ELVIRA TIZIANA LA ROCCA | PAG. 255 |
| <i>A four steps approach to achieve digital innovation in family enterprises: Evidence from multigenerational Italian firms</i> MARCO MISMETTI, SAMUEL WAYNE APPLETON, EMANUELA RONDI, ALFREDO DE MASSIS | “ 261 |
| <i>Organizational adaptability and digital innovation in the agri-food start-ups: An emerging perspective on the mediating role of digital learning orientation</i> ILARIA MASTROROCCO, FEDERICA STELLA BLASI, EDMUND IMBRAH | “ 267 |
| <i>Exploring the interplay between digital implementation and SMEs' performance: An empirical study</i> LUDOVICA ANTENZIO, DANIELA DI BERARDINO | “ 275 |
| <i>The internationalization of luxury SMEs: Untangling the liability of localness</i> ANDREA RUNFOLA, MATILDE MILANESI, SIMONE GUERCINI | “ 281 |
| <i>Digital platforms business models. A systematic literature review</i> DANIELE BINCI, GIORGIA MASILI, CORRADO CERRUTI, ANDREA APPOLLONI | “ 285 |
| <i>Social organizations towards a digital mindset: An exploratory analysis of third sector organizations and their digital needs</i> RICCARDO MAIOLINI, FRANCESCA CAPO, PAOLO VENTURI | “ 293 |
| <i>Feminist perspective in management. A bibliometric analysis and literature review</i> CARMELA ELITA SCHILLACI, MARCO GALVAGNO | “ 299 |
| <i>Nurse clinical leadership and psychological empowerment in healthcare. The role of holistic competence and emotional agility</i> SEMA ÜSTGORUL, BULENT AKKAYA, MARIA PALAZZO, MARIA ANTONELLA FERRI | “ 307 |
| <i>Cyber resilience in supply chain management: An empirical investigation in Italian firms</i> BARBARA GAUDENZI, BENEDETTA BALDI, MARCO FATTORELLI | “ 315 |
| <i>How to cope with emerging tensions in operational processes: The case of a SMA facing contemporary market challenges</i> ELISA CARLONI, ELISA GONINI, SERENA GALVANI, ALESSANDRO PAGANO, ROBERTA BOCCONCELLI | “ 323 |
| <i>Assessing the impact of 4.0 technologies on product and process innovation: A review of existing Literature</i> DANIELE VISCHETTI, CRISTIANO CIAPPEI, RICCARDO RIALTI, ZOLLO LAMBERTO | “ 329 |
| <i>Unlocking the blockchain potentials through oracles: Empirical evidence on supply chain challenges and performance</i> DANIEL RUZZA, PIETRO DE GIOVANNI, BEHZAD MALEKI VISHKAEI | “ 335 |
| <i>Structured to be agile! A theoretical framework on the contribution of supply base structure on agility</i> EMANUELA DELBUFOLO | “ 341 |
| <i>Flexibility and saturation of production capacity during the COVID-19: Evidence from the field</i> VALERIA BELVEDERE, ALBERTO GRANDO, ANDREA CHIARINI, VIVIANA D'ANGELO | “ 345 |
| <i>Internal and external drivers of corporate social responsibility</i> EMILIA FILIPPI, MARIASOLE BANNÒ, SANDRO TRENTO, MASSIMILIANO VATIERO | “ 349 |
| <i>An analysis of cooperation, trust, risk attitudes and inclusiveness in nonprofessional male and female football players as drivers of social responsibility and sustainability</i> NICOLA DAVOLA, FRANCESCA VICENTINI | “ 355 |
| <i>Modello di misurazione del posizionamento sostenibile aziendale basato sugli SDGs</i> ILENIA CEGLIA, MASSIMO BATTAGLIA, NORA ANNESI | “ 359 |

| | |
|---|----------|
| <i>Perché “scomodare” l’etica: Riflessioni su una apparente contrapposizione tra shareholderismo e stakeholderismo</i> | PAG. 307 |
| SALVATORE ESPOSITO DE FALCO, GAETANO M. GOLINELLI, ANTONIO RENZI, NICOLA CUCARI | |
| <i>Leadership responsabile e orientamento alla giustizia sociale: Il ruolo della mindfulness</i> | “ 373 |
| YANINA RASHKOVA, ISABELLA SULIS, FRANCESCA CABIDDU | |
| <i>A preliminary investigation about metaverse in international hotel chains</i> | “ 377 |
| STEFANO FRANCO, ANGELO PRESENZA, ANTONIO MESSENI PETRUZZELLI | |
| <i>The role of internship in the process of human resources training. Application to hotel sport and recreation services</i> | “ 383 |
| ELENI SPYRIDOPOULOU, GEORGIA YFANTIDOU, VICKY KATSONI, ATHANASIOS KOUSTELIOS | |
| <i>La scelta del servizio alberghiero: sostenibilità e percezione dei turisti</i> | “ 389 |
| ROBERTA MINAZZI, DANIELE GRIECHI | |
| <i>Are you willing to share green eWOM? Exploring environmentally-framed reviews in hotel services</i> | “ 395 |
| DAVID D’ACUNTO, RAFFAELE FILIERI | |
| <i>Smart tourism and start-ups: A preliminary analysis in Italy</i> | “ 401 |
| ANTONELLA MONDA, SILVIA BAIOTTO, PINALBA SCHILLECI | |
| <i>How management uses AI in the museum field: From chatbots towards chatGTP</i> | “ 407 |
| FRANCESCO CARIGNANI, LAURA CLEMENTE, GESUALDA IODICE, FRANCESCO BIFULCO | |
| <i>Cultural sustainable reputation delle destinazioni Unesco: uno studio tra comportamento sostenibile, soddisfazione e atteggiamenti di fedeltà</i> | “ 413 |
| MAURO DINI, ILARIA CURINA, BARBARA FRANCONI, MARCO CIOPPI | |
| <i>Entrepreneurial dynamics and behaviours within creative industries: Comparing artistic craftsmanship with hi-tech start-ups</i> | “ 419 |
| ANGELO RIVIEZZO, MICHELA CESARINA MASON, GIOLE ZAMPARO, MARIA ROSARIA NAPOLITANO | |
| <i>Which growth process for deep tech startups? A stage-based model to cope with critical junctures</i> | “ 425 |
| NICOLETTA BURATTI, FRANCESCO VITELLARO, MARIA COLURCIO, ANDREA PAGNIN | |
| <i>Can a banking relationship with strong local roots influence the entrepreneurship of spinoffs?</i> | “ 433 |
| FRANCESCO FASANO, MAURIZIO LA ROCCA, MARIA CARMELA PASSARELLI, ALFIO CARIOLA | |
| <i>How the “vertical” and the “horizontal” heterogeneity affect academic spin-offs performance: An empirical analysis of life-science ventures</i> | “ 439 |
| MAURO SCIARELLI, LORENZO TURRIZIANI, ANNA PRISCO, VALERIO MUTO, IRENE RICCIARDI | |
| <i>Women entrepreneurship studies: Which impulse from UN Agenda 2030?</i> | “ 447 |
| MICHELA FLORIS, GIORGIA D’ALLURA | |
| <i>Harmonic entrepreneur: A systematic literature review</i> | “ 453 |
| MARIACARMELA PASSARELLI, GIUSEPPE BONGIORNO, PIERO VALENTINI, ALFIO CARIOLA, SEBASTIANO MASSARO | |
| <i>Capitale umano, sociale e finanziario e differenze di genere nelle decisioni di uscita imprenditoriale</i> | “ 459 |
| NUNZIA PETACCA, NADIA DI PAOLA | |
| <i>La leadership imprenditoriale nel processo di cambiamento organizzativo delle start-up in un contesto di smart city</i> | “ 467 |
| REBECCA TRIVELLI | |
| <i>L’influenza della religiosità locale sul finanziamento dei progetti di crowdfunding orientati al sociale</i> | “ 473 |
| FRANCESCA DI PIETRO, FRANCESCA MASCIARELLI | |

| | |
|--|----------|
| <i>Trasformazione delle città ed ambiente economico: evidenze empiriche sulla relazione esistente tra ambiente urbano e imprenditorialità femminile nelle città contemporanee</i> | PAG. 479 |
| FILIPPO MARCHESANI, FRANCESCA MASCIARELLI | |
| <i>The potential role of gamified solutions on sustainable choices</i> | “ 483 |
| GIUSEPPE FRANZESE, CHIARA CANNAVALE | |
| <i>European R&D grants: assessing the impact of SME instrument on technology transfer activity</i> | “ 489 |
| SAVERIO BARABUFFI, VALENTINA CUCINO, ALBERTO DI MININ, ANDREA PICCALUGA | |
| <i>Technology transfer through open innovation practices: A qualitative study on public and private Proof-of-Concept (PoC) programs</i> | “ 495 |
| GIOVANNI TOLIN, ANDREA PICCALUGA | |
| <i>Open innovation in agricultural sector: An empirical analysis</i> | “ 505 |
| GIUSEPPE BONGIORNO, MARIACARMELA PASSARELLI, PIERO VALENTINI, ALFIO CARIOLA | |
| <i>Open innovation for local development: The role of university and its stakeholders</i> | “ 511 |
| NUNZIA CAPOBIANCO, SILVIA COSIMATO, NADIA DI PAOLA, OLIMPIA MEGLIO, ROBERTO VONA | |
| <i>Food labelling: l'effetto della blockchain sulle intenzioni di acquisto dei consumatori</i> | “ 517 |
| CHIARA ACCIARINI, FRANCESCO CAPPÀ, VIVIANA D'ANGELO, STEFANO FRANCO | |
| <i>Knowledge-innovation loops as a smart city driver: Exploring the circular interplay between talents attraction and local and economics innovation in contemporary cities</i> | “ 523 |
| FILIPPO MARCHESANI, FRANCESCA MASCIARELLI, HUNG QUANG DOAN | |
| <i>Does founders' local pre-founding experience influence SMEs' innovativeness</i> | “ 527 |
| GIANLUCA VAGNANI | |
| <i>“How matter matters”: “translations”, boundary objects, and digital innovation in the public reforms</i> | “ 533 |
| FRANCESCO CRISCI, RUBINA ROMANELLO | |
| <i>The role of business networks into the energy transition: A study on companies belonging to different sector creating ties to foster hydrogen economy</i> | “ 541 |
| VITTORIO MARIA GARIBBO, ELEONORA ANNUNZIATA, FRANCESCO RIZZI, MARCO FREY | |
| <i>Product sustainability and willingness to buy: A parallel mediation model of product traceability and consumers' environmental concerns</i> | “ 549 |
| VERONICA MAROZZO, ALESSANDRA COSTA, TINDARA ABBATE ANTONIO CRUPI | |
| <i>Young generation consumption behaviour in organic wine markets: A preliminary analysis</i> | “ 557 |
| GIOVANNA BAGNATO, ANGELO A. CAMILLO, CECILIA CASALEGNO, CRISTIAN RIZZO | |
| <i>Good bye waste! Discovering consumer's attitudes toward staple foods enriched with agricultural waste</i> | “ 563 |
| RAFFAELE SILVESTRI, KAROLINA SALLAKU, DOMENICO MORRONE -ANNUNZIATA TARULLI | |
| <i>Personal branding in female entrepreneurship: Exploring narrative devices in the sustainable fashion industry</i> | “ 571 |
| GIULIA MONTEVERDE, CECILIA PASQUINELLI, SERENA ROVAI -ANDREA RUNFOLA | |
| <i>“Good places”: Young adults' views on domestic destinations</i> | “ 577 |
| ANNA RITA IRIMIAS, ARIEL MITEV, MARIA DELLA LUCIA | |
| <i>Dynamic capabilities in the internationalisation process: A study on fintech startups</i> | “ 583 |
| LALA HU, MIRKO OLIVIERI, NUO WANG, DANIELA CORSARO | |
| <i>Digitalisation projects in leading industrial district firms: a case of missing local connections? An explorative study</i> | “ 589 |
| SERENA GALVANI, ELISA CARLONI, ALESSANDRO PAGANO, ROBERTA BOCCONCELLI | |

| | |
|--|----------|
| <i>Il diritto all'uguaglianza nelle strategie europee e nazionali. Un'indagine sul livello di allineamento delle cooperative italiane</i> | PAG. 595 |
| CHIARA DE BERNARDI, NORA ANNESI, MASSIMO BATTAGLIA, MARCO FREY | |
| <i>Verso un rinnovato modello di leadership. Un'analisi qualitativa</i> | “ 607 |
| PAOLO ROSSI | |
| <i>Organizzazioni ibride per lo sviluppo regionale: strategie di cambiamento regionale</i> | “ 613 |
| GIANLUCA GIONFRIDDO, VALENTINA CUCINO, MICHELA LAZZERONI, ANDREA PICCALUGA, MARIA GIULIA GARCEA | |
| <i>Social capital ed economia circolare: rafforzare il legame per lo sviluppo dei territori</i> | “ 619 |
| SOFIA MAURO, ALESSANDRA DE CHIARA, LUIGI SERGIANNI, ANNA D'AURIA | |
| <i>La collaborazione locale come driver all'innovazione sostenibile uno studio esplorativo sugli attori chiave nel settore agroalimentare</i> | “ 625 |
| NORA ANNESI, VALENTINA CUCINO | |
| <i>The new kitchens, Mapping and description</i> | “ 631 |
| ALBERTO SUSCO, DAVIDE CANAVESIO, MONICA CUGNO, REBECCA CASTAGNOLI | |
| <i>The role of consumers in logistics and supply chain management research: A systematic literature review</i> | “ 637 |
| BENEDETTA BALDI, ILENIA CONFENTE, BARBARA GAUDENZI, IVAN RUSSO | |
| <i>Blockchain technology as an actant for value co-creation in the healthcare ecosystem</i> | “ 645 |
| SARA EBRAICO, ANNA ROBERTA GAGLIARDI | |
| <i>Hospitals in rural areas: What differences in the patient populations and perception of the service quality?</i> | “ 651 |
| ELISA PERUZZO, SABINA DE ROSIS, GAIA BERTARELLI, SABINA NUTI | |
| <i>The role of familiness on the digital transformation processes: Highlights from wine SMEs</i> | “ 657 |
| ALESSANDRA COSTA, TINDARA ABBATE, ANGELO PRESENZA | |
| <i>Passing on self-compassion: Analysis of succession success drivers in family-owned small businesses</i> | “ 663 |
| AHMAD RAZA BILAL, ZESHAN AHMAD, TAHIRA IRAM, TEHREEM FATIMA | |
| <i>Visible adoption into the family firm dynamics: How does it shape local roots? A single-case study</i> | “ 667 |
| CINZIA DESSÌ, ANGELA DETTORI, LAURA FERRARI, MICHELA FLORIS, ROSA ROSNATI | |
| <i>Does corporate sustainability impact SMEs' competitiveness? A meta-analytic review</i> | “ 673 |
| LEUL GIRMA HAYLEMARIAM, STEPHEN ODURO ALESSANDRO DE NISCO, GIADA MAINOLFI | |
| <i>Tematiche ESG ed impresa familiare: un focus sugli assetti di governance delle imprese familiari quotate</i> | “ 679 |
| FRANCESCO MIRONE | |
| <i>Ecosistema delle farmacie: una classificazione delle nuove tipologie</i> | “ 685 |
| GIULIA NEVI, LUCA DEZI | |
| <i>The role of strategic communication in driving marketing-decision making</i> | “ 691 |
| ALESSIA ANZIVINO, MIRKO OLIVIERI, LALA HU | |
| <i>Strategic communication as a tool for managing ICT and cybersecurity crises: An exploratory study</i> | “ 697 |
| MARTINA FRIZZO, DANIELA CORSARO | |
| <i>How does the accent impact on the radio advertising? The case of typical products</i> | “ 703 |
| ORONZO TRIO, RAFFAELE CAMPO, PAOLA SCORRANO, ANTONIO IAZZI | |
| <i>Unleashing the potential of social media: An investigation into antecedents and opportunities of entrepreneurial intent</i> | “ 709 |
| AUGUSTO BARGONI, CHIARA GIACHINO, RADA GUTULEAC, CIRO TROISE | |
| <i>When, where and what of corporate purpose: A bibliometric analysis using VOSviewer</i> | “ 715 |
| MARTINA TAFURO, ANDREA PICCALUGA | |

| | |
|---|----------|
| <i>Allocazione di risorse, governance e risultati della cooperazione: coopetition versus cooperazione nell'industria del vino</i> | |
| ANNA MINÀ, CHRISTIAN LECHNER, LEONARDO CORBO | PAG. 721 |
| <i>How exogenous shocks affect the evolution of public-private partnerships for R&I: An analysis of EU R&I collaborative healthcare projects</i> | |
| GABRIELLA LEVANTI, JELENA MAZAJ, ARABELLA MOCCIARO LI DESTRI, MICHELE TUMMINELLO | “ 725 |
| <i>L'investimento in corporate heritage delle imprese familiari</i> | |
| GIORGIA MARIA D'ALLURA, FABIO QUARATO, GIOVANNI BATTISTA DAGNINO, ELISABETTA MERLO, MARIO PERUGINI | “ 731 |
| <i>How companies navigate circular economy paradoxes: An organizational perspective</i> | |
| NATALIA MARZIA GUSMEROTTI, DUCCIO TOSI, FRANCESCO TESTA | “ 739 |
| <i>Measuring circular economy in SMEs: A systematic review previously not needed</i> | |
| LAVINIA CONCA, CHIARA COLAMARTINO, PIERLUIGI TOMA | “ 747 |
| <i>Could it be the more the merrier in a B Corp? A spatial error model</i> | |
| CHIARA COLAMARTINO, PIERLUIGI TOMA | “ 755 |
| <i>Building an organizational sustainable identity: An exploratory analysis of Brazilian coffee producers</i> | |
| MARCO BALZANO, YULIJA KYRDODA, DONATA VIANELLI | “ 761 |
| <i>The entrepreneurial capabilities-resilience-recovery path: A dynamic view on small cafés and restaurants facing the pandemic</i> | |
| ELISA MARTINELLI, ELENA SARTI | “ 767 |
| <i>The contribution of digital technologies to the sustainability of companies</i> | |
| GIUSEPPE LANFRANCHI, FABRIZIO CESARONI, AUGUSTO D'AMICO | “ 775 |
| <i>Mapping the environmental incubators ecosystem of climate tech ventures in Europe</i> | |
| STEFANO ROMITO, CLODIA VURRO, VALENTINA MASSERETTI | “ 781 |
| <i>Digital transformation and value creation: The case for agri-food sector</i> | |
| RICKY CELENTA, ROSANGELA FEOLA, ROBERTO PARENTE, MASSIMILIANO VESCI | “ 787 |
| <i>Which are worthy? Achieving legitimation for innovative projects in the eyes of knowledgeable audiences</i> | |
| FRANCESCA CAPO, LORENA MARIA D'AGOSTINO, SALVATORE TORRISI | “ 791 |
| <i>Harvesting the future: The role of innovative companies in the agri-food sector</i> | |
| GIULIO FUSCO, GIUSEPPE CATALDI, ELISA TOMA, DOMENICO MORRONE | “ 797 |
| <i>Managing the digital healthcare services design: A preliminarily study on the role of human-like interaction, anthropomorphism and emotional receptivity on patients' intention to use medical intelligent agents</i> | |
| ANDREA SESTINO, ALFREDO D'ANGELO | “ 803 |
| <i>Managing communication and business strategies for a better society: The issue of obesity prevention and digital therapeutics. Findings from a preliminary literature review</i> | |
| ALESSANDRO GIANNATTASIO, ANDREA SESTINO, CESARE AMATULLI, ALESSANDRO M. PELUSO | “ 807 |
| <i>Ecosystem emergence when supply, demand, and incentives are scarce: The case of the clinical trials ecosystem for rare diseases</i> | |
| ALESSIO COZZOLINO, LUCA PISTILLI, SUSI GEIGER | “ 813 |
| <i>The sustainability advantage of state-owned firms from emerging markets</i> | |
| FEDERICA NIERI, ALVARO CUERVO-CAZURRA, ELISA GIULIANI, ANDREA VEZZULLI | “ 819 |
| <i>Relationship between CSR and FDI: a systematic review</i> | |
| ANDREA FRANZONI, CHIARA LEGGERINI, MARIASOLE BANNÒ | “ 825 |

| | |
|---|----------|
| <i>Exploring Countries' Cargo Commercial Power</i> FRANCESCO SMALDONE, GIADA MAINOLFI | PAG. 833 |
| <i>Corporate heritage marketing: a bibliometric-based literature analysis</i> GIUSY MIGNONE | “ 839 |
| <i>The localization of corporate museums in the cities</i> DIEGO MATRICANO | “ 845 |
| <i>The influence of parental Dietary Behaviors, food literacy and chronotype on Children's eating habits and psychometric factors</i> IRENE RACCA, ORNELLA BONAFEDE, ANDREA BAZZANI, GIUSEPPE TURCHETTI, LEOPOLDO TRIESTE | “ 851 |
| <i>Virtual reality engagement ed esperienza di marca nel metaverso</i> MARIA VERNUCCIO, SARA BOCCALINI, MICHELA PATRIZI, ALBERTO PASTORE | “ 859 |
| <i>Dyadic Journeys: una prospettiva combinatoria sull'attivazione simultanea di consumatori e altri attori rilevanti nel processo d'acquisto</i> MARCO FRANCESCO MAZZÙ, MICHELE COSTABILE, AURORA PISANO | “ 865 |
| <i>Art and business for social innovation: The case of Magnifico!</i> DANIELA CAVALLO, ROSSELLA BARATTA, MARTINA CAVALLARIN, ANTONIO CARUSO | “ 871 |
| <i>Focusing exaptation processes by microfoundational lens: A historical analysis</i> TINDARA ABBATE, ANNA PAOLA CODINI, ANTONIO MESSENI PETRUZZELLI | “ 879 |
| <i>The successful factors for sezs' implementation: A systematic literature review</i> MELANIA RIEFOLO, NICOLA FACCOLONGO, RAFFAELE SILVESTRI, ANNUNZIATA TARULLI | “ 887 |
| <i>Renewable energy communities in Africa: Evidence from a systematic literature review</i> FABIO IANNONE, ELEONORA ANNUNZIATA, FRANCESCO RIZZI, MARCO FREY | “ 897 |
| <i>Innovative nutraceutical products on the market: An acceptability evaluation of recently developed functional foods</i> GRAZIANO ABRATE, ELIANA BAICI, CLEMENTINA BRUNO, GILDA LUTRI, CINZIA MAININI | “ 903 |
| <i>Nutrition, marketing and consumer behaviour: A systematic bibliometric ANALYSIS</i> CHIARA BACCHILEGA, SILVIA BELLINI, DAVIDE PELLEGRINI, SIMONE AIOLFI | “ 907 |
| <i>Digitalizzazione del settore healthcare e soluzioni di intelligenza artificiale. Un'analisi esplorativa</i> FRANCESCO SCHIAVONE - DANIELE LEONE - ANNA BASTONE - FEDERICA ZEULI | “ 917 |
| <i>La comunicazione strategica della sostenibilità come elemento di differenziazione delle imprese e delle destinazioni turistiche</i> ROBERTA MINAZZI, ALESSANDRO PANNO | “ 923 |
| <i>Il ruolo dei big data nella costruzione della brand identity</i> FRANCESCA CONTE, ALESSANDRA BERTOLINI, ALFONSO SIANO | “ 929 |
| <i>New Ecosystem view: Made from the context or for the context</i> MARIA ANTONELLA FERRI, GIANPAOLO BASILE, MARIO TANI | “ 935 |
| <i>Can HR analytics improve HR management practices impact on organizational performance? An empirical CB-SEM approach</i> CHRISTIAN DI PRIMA, ALBERTO FERRARIS | “ 941 |
| <i>Come il network aziendale influenza la performance finanziaria? Il ruolo di mediazione della sostenibilità aziendale</i> FRANCESCA COLLEVECCHIO, GIANLUCA GIONFRIDDO, NICCOLÒ TODARO | “ 947 |
| <i>Consiglio di amministrazione e sostenibilità aziendale: l'effetto dell'esperienza in sostenibilità e dell'età degli amministratori sulla performance ESG</i> FRANCESCA COLLEVECCHIO, VALERIO TEMPERINI, VIRGINIA BARBA SANCHEZ, ANGEL MESEGUER MARTINEZ | “ 953 |

| | |
|---|----------|
| <i>Investigating knowledge sharing microfoundations: Exploring the role of job satisfaction and knowledge sabotage</i> | |
| FRANCESCO ANTONIO PEROTTI, ALBERTO FERRARIS | PAG. 957 |
| <i>Almost-invisible firms and the COVID-19 crisis: An exploratory analysis and a research agenda</i> | |
| ANNA MENOZZI | “ 963 |
| <i>Analisi dell’impatto di nuove forme di gestione della proprietà intellettuale: il caso dell’Open COVID Pledge nella lotta contro il COVID-19</i> | |
| GINEVRA ASSIA ANTONELLI, GIOACCHINO ILARIO GARGIULO, MARIA ISABELLA LEONE | “ 969 |
| <i>Exploring the role of intrinsic motivations and organizational context in fostering individual ambidexterity: Manager vs. employees analysis</i> | |
| DOMENICO DE FANO, ROSAMARTINA SCHENA, ANGELOANTONIO RUSSO | “ 977 |
| <i>It’s a long way to the top if you want to be sustainable! A structured literature review and bibliometric analysis on sustainable intermodal transportation systems (SITSs)</i> | |
| ANNUNZIATA TARULLI, ANGELOANTONIO RUSSO, MICHELANGELO STRIGNANO | “ 983 |
| <i>Sustainable supply chain and logistics’ decarbonization: A literature review analysis</i> | |
| SILVIA BLASI, CHIARA SGUIZZARDI, IVAN DE NONI, IVAN RUSSO | “ 991 |
| <i>Enhancing proactivity with digitalization in the shopfloor: The role of the organizational context</i> | |
| AMBRA GALEAZZO, ANDREA FURLAN, LUCA VENDRAMINELLI, ANDREA VINELLI | “ 999 |
| <i>Artificial intelligence and medical devices distribution in the business-to-business market</i> | |
| NICOLA COBELLI | “ 1003 |
| <i>Balancing sustainability performance dimensions: A system dynamics perspective</i> | |
| MARCO FRANCESCO MAZZÙ, GUIDO NOTO, ANGELO BACCELLONI, FABRIZIO CESARONI | “ 1007 |
| <i>Are ESG factors value relevant?</i> | |
| MARGHERITA MIETTO, ANNA GERVASONI, MICHELE LERTORA, CRISTINA DE SILVA | “ 1015 |
| <i>Do company valuation methods incorporate ESG factors? Exploring an Italian industrial panel</i> | |
| SEBASTIAN PUSCEDDU, LUDOVIA BARRACO, CORRADO GATTI | “ 1021 |
| <i>Determinants of environmental social and governance (ESG) performance: A systematic literature review</i> | |
| ALICE MARTINY, FRANCESCO TESTA, JONATHAN TAGLIALATELA, FABIO IRALDO | “ 1029 |
| <i>Green HRM practices and creativity in hotel industry in Saudi Arabia: The impact of green transformational leadership on environmental performance</i> | |
| FABRIZIO BALDASSARRE, SHAHBAZ SHARIF, MUHAMMAD AKRAM NASEEM, VERA AMICARELLI | “ 1037 |
| <i>Does the Greenium in green bond still exist? Empirical analysis in a sample of international green bond</i> | |
| MARIANTONIETTA INTONTI, MATTEO DE LEONARDIS, CANDIDA BUSSOLI, LAURA SERLENGA | “ 1045 |
| <i>Customer perceived sustainability and brand equity in the Italian banking sector: The mediating role of satisfaction and trust</i> | |
| MARCO BARONE, CANDIDA BUSSOLI, DANILO CONTE, LUCREZIA FATTOBENE, DOMENICO MORRONE | “ 1053 |
| <i>Who is responsible for food waste in restaurants? Young Italian consumers perspective</i> | |
| CHIARA SCRIMIERI, MARIA COLURCIO, ALBERTO PASTORE | “ 1059 |
| <i>Trashing the planet: A study of out-of-home food waste in public establishments</i> | |
| CAMILLA COMIS, LUDOVICA PRINCIPATO, LUCA SECONDI, GIOVANNI MATTIA | “ 1065 |
| <i>Applying behavioural insights to sustainable mobility behavior</i> | |
| VALERIA FARALLA | “ 1069 |

| | |
|---|----------|
| <i>Sustainability driven mimetic isomorphism in organizational fields' configuration: Evidence from US interlocking directorates</i> | PAG.1075 |
| AMIR MAGHSSUDIPOUR, SILVIA SEDITA, ANNALISA CALOFFI, SILVIA BLASI | |
| <i>Measuring museum sustainability. A dictionary-based content-analysis of French and British National Museums' Annual Reports</i> | “ 1083 |
| MARA CERQUETTI, CONCETTA FERRARA, DOMENICO SARDANELLI | |
| <i>The social media strategy of cultural institutions in the pandemic: The case of Italian opera houses</i> | “ 1091 |
| NICOLA BELLINI, GIOVANNI SIRACUSA, MARINA RAGLIANTI, SERENA ROVAI | |
| <i>Assessing willingness to pay for different ecosystem services: Results from a comparative study on river basins</i> | “ 1097 |
| NATALIA MARZIA GUSMEROTTI, GRETA COLOMBI, FRANCESCO TESTA, ALESSANDRA BORGHINI, MARCO FREY | |
| <i>To stay or not to stay in eco-friendly hotels: A norms perspective</i> | “ 1103 |
| MARIO D'ARCO, VITTORIA MARINO- RICCARDO RESCINITI | |
| <i>Oleotourism: A bibliometric review of the literature and valuable paths for rural Italian territories</i> | “ 1109 |
| LUNA LEONI, ELENA CASPRINI, GIACOMO DEL CHIAPPA | |
| <i>Woman Entrepreneurship in italian startup ecosystem</i> | “ 1115 |
| FABIO GRECO, GESUALDA IODICE, FRANCESCO BIFULCO | |
| <i>Influence of Resilience of entrepreneurs on sustainable tourism development: mediating role of corporate philanthropy</i> | “ 1121 |
| RAFFAELE CAMPO, PIERFELICE ROSATO, MUHAMMAD ISHFAQ AHMAD, RAMIZ UR REHMAN | |

When, Where and What of Corporate Purpose: a bibliometric analysis using VOSviewer

MARTINA TAFURO* ANDREA PICCALUGA*

Framing of the research. *It is argued that we are currently experiencing a “syndemic” crisis, considering the interaction among the social, economic and environmental dimensions that characterize a variety of global challenges (Horton, 2020), Consequently, an integrated approach is required, with the involvement of many different parties, including companies. In fact, the rising of a number of global challenges (e.g., pandemics, climate change, inequality) prompts for a new role of the business in society (Schlag and Melé, 2020), Confirming that, purpose-driven companies – but all companies more in general – are expected to increasingly manage problems and act with a global and integral vision, cooperating with institutions and communities in the pursuit of the common good and in safeguarding common goods (Albareda and Sison, 2020), Although on purpose-driven companies there is not a unique definition, by them we refer to such companies whose members are inspired by a corporate purpose, which is itself able to respond to specific societal needs (Quinn and Thakor, 2018; Rey et al., 2019), Nevertheless, purpose-driven companies are key to drive transformative innovation needed to address climate change and other societal issues (Henderson, 2021),*

Consequently, among the many recent academic contributions aimed to rediscover companies’ alternative routes from more than profit’s maximization, there is also a re-conceptualization of corporate purpose (Porter and Kramer, 2011; Mayer et al., 2017), Purpose is more and more regarded as the key to deal with the complex world we face today, “where strategy is ever changing and few decisions are obviously right or wrong” (Craig and Snook, 2014, p. 4), For these reasons, far from being exhaustively condensed, the topic of the nature, antecedents and consequences of corporate purpose has acquired a new wave of interest both for practitioners and scholars (Mayer, 2021), There is still need of research on the role of companies in the contemporary and in the future of society (Mayer et al., 2017), and contributions that underline the importance of purpose in orienting companies in that sense are at the early stage (Mayer, 2021), In fact, a variety of questions are rising “about what purpose means, how it is implemented, and how it gains legitimacy and credibility” (Mayer, 2021, p. 898),

Purpose of the paper. *Since its origins, the conceptualization of corporate purpose placed in difficulty management scholars, causing problems in exploring what is purpose, from what data it can be identified and what are relationship between purpose and other organizational features (Warriner, 1965), The ambiguity of the concept of corporate purpose is recognized also in practitioners-oriented debate. For instance, the concept is still equivocal and misunderstood, although “setting, communicating, and delivering an organization’s purpose is at the heart of governance” (Hurth, 2017, p. 4), George et al. (2021) proposed a definition of purpose in for-profit firms as “the essence of an organization’s existence by explaining what value it seeks to create for its stakeholders” (p. 7), However, the authors stressed overriding responsibility of scholars to commit our scarce resources to a research and education agenda that acknowledges the wide role of firms in society and to speak for those stakeholders whose voices otherwise risk being unheard (George et al., 2021),*

The aim of this research is to outline “when” and “where” corporate purpose is framed and “what” are the main topics to which it is addressed, contributing to actual debate by highlighting some possible horizons for future research with a bibliometric analysis on the literature. More concretely, the bibliometric analysis involves exploration of three main areas: (1) “when”, that highlights the time trend of publications on corporate purpose; (2) “where”, that shows the main outlets that welcome research and stimulate debate in the literature on corporate purpose; (3) “what”, that presents and discuss main topics related to corporate purpose research.

Methodology. *According with the end of the research, we performed a keywords-based search in Scopus and Web of Science databases, based on the terms: “organization* purpose*”, “business* purpose*”, “corporat* purpose*”, “firm* purpose*” and “compan* purpose*” in the abstract. After removing non-English documents, and limited the research in the management area, a final sample of 741 publications has been disclosed. We use this sample for the first part of the analysis aimed to explore the “when” of corporate purpose.*

Then, we selected 100 contributions to review, among which 20 were chosen using snowball sampling approach, for a more in-depth analysis of the “where” and “what”. The exclusion/inclusion criterion was aimed to concentrate efforts only on publications where corporate purpose represented the main topic of the study and the term was treated

* Ph.D. Student in *Management Innovation* – Sant’Anna School of Advanced Studies
e-mail: martina.tafuro@santannapisa.it

• Full professor of *Innovation Management* – Sant’Anna School of Advanced Studies
e-mail: andrea.piccaluga@santannapisa.it

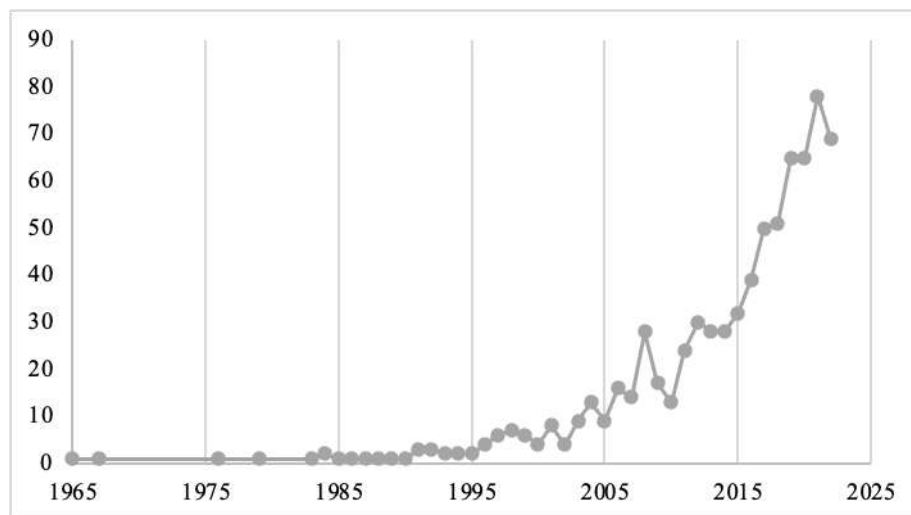
non in a trivial way. Accordingly, we performed a bibliometric analysis for two main reasons: first, studies based on retrieved data are considered more relevant than subjective researcher's interpretation and second bibliometric methods help to obtain clear overview of the debate on a specific topic (Zupic and Čater, 2015). In addition, we used VOSviewer software (van Eck and Waltman, 2010) to generate, visualize and analyse trends and networks in research outlets. Out of a total of 2350 cited sources from the 100 contributions selected (including journals, proceedings, books, manuals, newspapers, and websites), we removed and/or manually repurposed 167 sources that were not appropriate (e.g., typos) for the analysis, leaving a sample of 2183 cited sources. First, we implemented a co-citation analysis of the main research outlets "where" there are publications on corporate purpose. The overall co-citation is done two by two, analysing two sources that are both cited by the same contribution. Then, we performed a keywords co-occurrence analysis, setting the minimum threshold of word frequency statistics as 2, based on keywords that occur at least once. We obtained the map in the Figure 3, in order to show and discuss "what" are the critical leading related topics connected to corporate purpose.

Results.

When of Corporate Purpose

The Figure 1 depicts "when" corporate purpose is framed from 1965 to 2022. The first publication by Warriner, titled "The problem of Organizational Purpose" dates back to 1965. Among most cited and seminal articles, Bartlett and Ghoshal (1994) pushed managers to think on a clear definition of corporate purpose with a perspective inside the organization, in order to give a meaning for working to employees. The number of publications seems to be stagnated until 2010, when there has been an exponential increase, as shown in Figure 1. However, considering most cited articles (i.e., Gartenberg, 2019; Mayer, 2021), scholars' perspective on the topic of corporate purpose seems to change toward a more outside the organization oriented one. For instance, Mayer (2021) argued that the underpinnings to the renovate attention on the topic is due to the changing in companies and market nature that push for the potential role of corporate purpose in promoting better social outcomes.

Fig. 1: Number of contributions on Corporate Purpose per year based on 741 publications



Source: Authors' elaboration

Where of Corporate Purpose

We implemented a co-citation analysis (Figure 2) among the sample of 2183 cited sources, based on the sample of 100 contributions selected for a more in-depth analysis, using the software VOSviewer to visualize the relationships between the most important research outlets "where" corporate purpose is framed. It seems quite clear that the concept of corporate purpose has spread into the language of multiple research outlets. In fact, most articles were published in journals focused on different areas, including mainly business ethics (e.g., Abela, 2001; Sison, 2007; Bhattacharya et al., 2022) and strategy (e.g., Bartlett and Ghoshal, 1994; Collins and Porras, 1996; Craig and Snook, 2014). Moreover, the analysis allows to visualize (Figure 2) journals with the larger number of citations, that are displayed with a stronger hint of yellow: *Journal of Business Ethics* is the most cited, followed by *Academy of Management Review*. The density visualization in the Figure 2 highlights also the relatedness among journals that is stronger the closer journals are located to each other. For instance, it is possible to identify two main clusters: *Journal of Business Ethics* that seems to be more related to *Harvard Business Review*; and the same for the relationship between *Academy of Management Review*, *Academy of Management Journal* and *Organization Science*.

- *Cluster 4: creating shared value, hybrid organizations, corporate objectives*

The fourth cluster relates with the perspective of redefining corporate objectives, intending purpose as corporate objectives and goals (Bartlett and Ghoshal, 1994), as creating shared value (Porter and Kramer, 2011), It permits the setting up of organizations that have a dual purpose, generating both social and economic value (Alter, 2007), To better understand this cluster, Lankoski and Smith (2018) offer a useful range of companies on the base of their objective, with a comprehensive classification on objective functions that goes beyond the dualism profit maximization/something different. In particular, the authors assemble the corporate possible objectives into five group, “based on the centrality of social welfare: (1) entirely absent from the objective function, (2) a process characteristic, (3) one of the end objectives, (4) the only end objective, adjusted by profit as a process characteristic, and (5) the only variable in the objective function” (p. 248), Among the third group, hybrid organizations allow their members to practice more of their internally held ideals and feel a common sense of organizational purpose (Gumusay et al., 2020),

- *Cluster 5: transformation, leadership, ethics*

The fifth cluster collects contributions based on the concept of transformational leadership and the role of leaders in defining corporate purpose. For instance, Craig and Snook (2014) argue that leaders' most important role is to be executives of the organization's purpose. Henderson (2021) confirms that transformational leaders have a powerful core set of ideological values: they are exceptional to balance social and financial responsibilities, catching new opportunities in the market thanks to an authentic corporate purpose. Kempster (2011) gives a comprehensive overview on how leadership and purpose are tied, since the fact that “leadership discourse could be framed as fulfilling a societal purpose in that it provides a connection beyond the organizational boundaries and is ‘good for collective human wellbeing’” (p. 325),

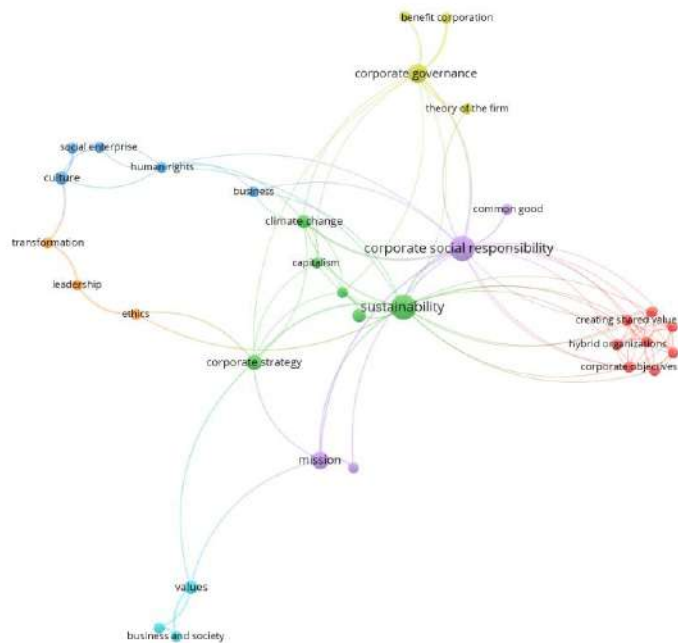
- *Cluster 6: social enterprise, culture, human rights, business*

The sixth cluster includes contributions that recognise that conceptualizing corporate purpose means building a common business culture. For instance, purpose has a particularly effective driving role in orienting sustainability behaviour of employee at work since it is an inspiring and collective call to ethical actions, rather than a generic guideline on how to behave (Bhattacharya et al., 2022),

- *Cluster 7: values, business and society*

The seventh cluster considers core values as drivers and intrinsic components of corporate purpose. For instance, Hollensbe et al. (2014) argue that, unless businesses have been seen more as ‘consumer of trust’ rather than ‘generator of trust’, values (i.e., dignity, solidarity, reciprocity) may help businesses to achieve purpose. Moreover, companies that have a strong set of core values and a fixed core purpose are more prompt to adapt in a changing world and to solve problems innovatively (Collins and Porras, 1996),

Fig. 3: Keywords co-occurrence with cited sources on Corporate Purpose



Source: VOSviewer (version 1.6.18)

Avenues for Future Research

There is still need of research to be done in order to better understand the results of the literature and the practice actions that might be observed among companies in the market to formulate and realize corporate purpose. Both increased attention on the topic along time (Figure 1) and the top quoted journal “where” it is framed (Figure 2) represents relevant results for feeding reasons in dealing with research on corporate purpose. For guidance in future

research, Table 1 presents a series of questions that can be explored by both scholars and practitioners, starting from “what” are the critical leading related topics to which it is addressed (Figure 3),

Tab. 1: Future research directions on Corporate Purpose

| Cluster and Potential Frameworks | Keywords | Questions |
|---|---|--|
| Cluster 1 Humanistic Management Business ethics CSR | common good, corporate social responsibility, mission | What is degree of “fuzziness” among common good and corporate purpose? Does formalizing a clear and cascaded purpose make corporate social responsibility actions more effective? |
| Cluster 2 Strategy Sustainability Communication | climate change, capitalism, sustainability, corporate strategy | Does the presence of a corporate purpose that reflects a company’s commitment to sustainability (often branded as greenwashing) enhance trust with stakeholders? What are the consequences of purpose on corporate strategy? |
| Cluster 3 Governance Institutional isomorphism Public goods | benefit corporation, corporate governance, theory of the firm | What is the role of corporate governance, related to benefit corporations, in achieving social impacts? How to create the organizational structures and governance routines that can contribute to the social impact? |
| Cluster 4 Goal-setting Agency | creating shared value, hybrid organizations, corporate objectives | How does defining a clear corporate purpose influence short- and long-term goals in an organization? How to help managers in moving beyond traditional corporate social responsibility approach to a shared value one? |
| Cluster 5 Leadership Motivation | transformation, leadership, ethics | How purposeful leadership occurs in practice, promoting ethical practice inside and outside the organization? How do ethical motivation of leaders guide the formalization of purpose in firms? |
| Cluster 6 Information asymmetry Equity and Justice | social enterprise, culture, human rights, business | What are internal and external factors that affect the formation and the evolution of a common culture socially oriented in social enterprises? Can the presence of purpose in the organization accelerate the processes of work democratization? |
| Cluster 7 Values, norms and ethics Expectation Trust | values, business and society | How do individual values affect the formation of corporate purpose? What are the societal expectation and attitudes on corporate purpose? |

Research limitations. This study has some limitations, which open horizons for future research. First, it relies primarily on data retrieved from Scopus and Web of Science, so the limitations of databases may also apply to the study per se. In addition, bibliometric analysis involves technical decisions such as the selection of language and fields of inquiry, which may exclude relevant contributions to the analysis. Furthermore, the bibliometric approach provides an analysis that is eminently descriptive and may lack a content analysis to increase explanatory power and provide deeper analysis of results and implications.

Managerial implications. The conceptualization of corporate purpose is practitioners’ oriented. The “Statement on the Purpose of a Corporation” signed by US Business Roundtable (2019) and the report “Principles for Purposeful Business” published by The British Academy are examples of the current managerial debate on the future of business. Consequently, this research may help leaders to direct the definition and the action related to their companies’ purpose, taking into consideration the corporate features, strategy and values to which it is addressed.

Originality of the paper. The research contributes to management and business ethics literatures on the concept of corporate purpose. The keyword analysis is an effective method to identify hot issues and research frontiers on the topic and specially to map out the complexity of issues and declinations involving corporate purpose. The overall bibliometric analysis allows to provide insights into the state of the art of the concept of corporate purpose in the management field, by identifying when, where it is framed and what are key topics to which it refers.

Keywords: corporate purpose; bibliometric analysis; VOS viewer; business ethics; business in society

References

- ABELA A.V. (2001), "Profit and more: Catholic social teaching and the purpose of the firm", *Journal of Business Ethics*, vol. 31, pp. 107-116.
- ALEGRE I., BERBEGAL-MIRABENT J., GUERRERO A., MAS-MACHUCA M. (2018), "The real mission of the mission statement: A systematic review of the literature", *Journal of Management & Organization*, vol. 24, n. 4, pp. 456-473.
- BARTLETT C.A., GHOSHAL S. (1994), "Changing the role of top management: Beyond strategy to purpose", *Harvard Business Review*, vol. 72, n. 6, pp. 79-88.
- BHATTACHARYA C.B., SEN S., EDINGER-SCHONS L.M., NEUREITER M. (2022), "Corporate purpose and employee sustainability behaviors", *Journal of Business Ethics*, pp. 1-19.
- COLLINS J.C., PORRAS J.I. (1996), "Building your company's vision", *Harvard business review*, vol. 74, n. 5, pp. 65.
- CRAIG N., SNOOK S. (2014), "From purpose to impact", *Harvard Business Review*, vol. 92, n. 5, pp. 104-111.
- GARTENBERG C., PRAT A., SERAFEIM G. (2019), "Corporate purpose and financial performance", *Organization Science*, vol. 30, p. 1, pp. 1-18.
- GEORGE G., HAAS M.R., MCGAHAN A.M., SCHILLEBEECKX S.J., TRACEY P. (2021), "Purpose in the for-profit firm: A review and framework for management research", *Journal of Management*, 014920632111006450.
- GEORGE G., SCHILLEBEECKX S.J. (2022), "Digital transformation, sustainability, and purpose in the multinational enterprise", *Journal of World Business*, vol. 57, n. 3, pp. 101326.
- GÜMÜSAY A.A., SMETS M., MORRIS T. (2020), "God at work": Engaging central and incompatible institutional logics through elastic hybridity", *Academy of Management Journal*, vol. 63, n. 1, pp. 124-154.
- HENDERSON R. (2021), "Innovation in the 21st century: Architectural change, purpose, and the challenges of our time", *Management Science*, vol. 67, n. 9, pp. 5479-5488.
- HENDERSON R., STEEN E.V.D. (2015), "Why do firms have "purpose"? The firm's role as a carrier of identity and reputation", *American Economic Review*, vol. 105, n. 5, pp. 326-330.
- HOLLENSBE E., WOOKEY C., HICKEY L., GEORGE G., NICHOLS C.V. (2014), "Organizations with purpose", *Academy of Management Journal*, vol. 57, n. 5, pp. 1227-1234.
- HORTON R. (2020), "Offline: COVID-19 is not a pandemic", *The lancet*, vol. 396, n. 10255, p. 874.
- HURTH V. (2017), "Organizations as open systems that need purpose and integrated thinking", *Board Leadership*, n. 150, pp. 1-8.
- KEMPSTER S., JACKSON B., CONROY M. (2011), "Leadership as purpose: Exploring the role of purpose in leadership practice", *Leadership*, vol. 7, n. 3, pp. 317-334.
- LANKOSKI L., SMITH N.C. (2018), "Alternative objective functions for firms", *Organization & Environment*, vol. 3, n. 3, pp. 242-262.
- MAYER C. (2021), "The future of the corporation and the economics of purpose", *Journal of Management Studies*, vol. 58, n. 3, pp. 887-901.
- MAYER C., WRIGHT M., PHAN P. (2017), "Management research and the future of the corporation: A new agenda", *Academy of Management Perspectives*, vol. 31, n. 3, pp. 179-182.
- MAYER C., WRIGHT M., PHAN P. (2017), "Management research and the future of the corporation: A new agenda", *Academy of Management Perspectives*, vol. 31, n. 3, pp. 179-182.
- MELÈ D., SCHLAG M. (2015), *Humanism in economics and business: Perspectives of the Catholic social tradition*, vol. 43. Springer.
- MION G., LOZA ADAUI C.R. (2020), "Understanding the purpose of benefit corporations: an empirical study on the Italian case", *International Journal of Corporate Social Responsibility*, vol. 5, p. 4.
- NAUGHTON M.J., ALFORD H., BRADY B. (1995), "The common good and the purpose of the firm: A critique of the shareholder and stakeholder models from the catholic social Tradition", *Journal of Human Values*, vol. 1, n. 2, pp. 221-237.
- PORTER M.E., KRAMER M.R. (2011), "Creating shared value: How to reinvent capitalism—And unleash a wave of innovation and growth", *Harvard Business Review*, vol. 89, n. 1-2, pp. 62-77.
- QUINN R.E., THAKOR A.V. (2018), "Creating a purpose-driven organization", *Harvard Business Review*, pp. 78–85.
- REY C., BASTONS M., SOTOK P. (2019), *Purpose-driven organizations: Management ideas for a better world*, Springer Nature.
- SCHLAG M., MELÉ D. (2020), "Building Institutions for the Common Good. The Practice and Purpose of Business in an Inclusive Economy", *Humanistic Management Journal*, vol. 5, pp. 1–6.
- SISON A.J.G. (2007), "Toward a common good theory of the firm: The Tasubinsa case", *Journal of Business Ethics*, vol. 74, pp. 471-480.
- VAN ECK N.J., WALTMAN L. (2010), "Software Survey: VOSviewer, a Computer Program for Bibliometric Mapping", *Scientometrics*, vol. 84, n. 2, pp. 523–38.
- WARRINER C.K. (1965), "The problem of organizational purpose", *The Sociological Quarterly*, vol. 6, n. 2, pp. 139-146.
- ZUPIC I., ČATER T. (2015), "Bibliometric methods in management and organization", *Organizational research methods*, vol. 18, n. 3, pp. 429-472.

Websites

<https://purpose.businessroundtable.org>
<https://www.thebritishacademy.ac.uk/>