



**Fifth  
Business Systems Laboratory  
International Symposium**

*Cocreating Responsible Futures in the Digital Age:  
Exploring new paths towards  
economic, social and environmental Sustainability*



**January 22-24, 2018  
"Federico II" University of Naples  
via Partenope, 36  
Napoli, Italy**



**info: [secretary@bslaboratory.net](mailto:secretary@bslaboratory.net)**



**UNIVERSITÀ DEGLI STUDI  
DI NAPOLI FEDERICO II**

## SYMPOSIUM SCOPE

The Business Systems Laboratory International Symposia aim to address the global economic and social challenges of our times by systemic perspective; shedding the light to the several interactions between natural social and economic systems.

The criticalities and the opportunities of our times are faced according to the cutting edge research and practice in social science. This multidisciplinary perspective includes: management, psychology, economics, engineering and sociology.

The symposium is thought to create a friendly atmosphere among senior scholars, PhD students, researchers and business practitioners.

In particular the Symposium 2018 focuses on the epistemological, theoretical, methodological, technical and practical contributions that can represent advancements in the theory and practice for COCREATING RESPONSIBLE FUTURES IN THE DIGITAL AGE to Exploring new paths towards economic, social and environmental sustainability.

The Symposium 2018 aims to address cutting edge theories and practices for sustainability and social responsibility in and by different perspectives. While focusing on the Systemic methodology the Symposium is also open to all the scientific approaches in order to foster constructive debates and confrontations to create new paths of research and practice.

## SYMPOSIUM ORGANISATION BOARD

### Conference Program Chair



***Mauro Sciarelli,***  
"Federico II" University of Naples,  
Naples, Italia

### Scientific Director



***Gandolfo Dominici***  
Scientific Director B.S.Lab  
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### Symposium Secretariat Manager



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# GENERAL PROGRAM

MONDAY, JANUARY 22, 2018

❖ 13,00 -14,00 - REGISTRATION OF PARTICIPANTS

## FIRST PLENARY SESSION

➤ 14,00 - 14,30:

*Welcome address:*

- *MauroSciarelli* , Federico II University
- *Gandolfo Dominici*, Scientific Director Business Systems Laboratory.

➤ 14,30 - 16,00:

*Keynote speeches:*

- *Leadership and Systemic Innovation* by *Alexander Laszlo*, Director of the Doctoral Program in Leadership and Systemic Innovation, Buenos Aires Institute of Technology (ITBA), Argentina.
- *Rethinking Higher Education for the 21th century: a cyber-systemic contribution:* by *Alfonso Reyes*, Dean of Engineering School, Universidad de los Andes, Colombia.

## COFFEE BREAK

➤ 16,00 - 16,30: COFFEE BREAK

## PANEL SESSIONS

➤ 16,30 - 18,30: PANEL SESSIONS

**TUESDAY, JANUARY 23, 2018**

**PANEL SESSIONS**

- **9,00 - 10,30: PANEL SESSIONS**

**COFFEE BREAK**

- **10,30- 11,00: COFFEE BREAK**

**PANEL SESSIONS**

- **11,00 - 13,00: PANEL SESSIONS**

**LUNCH**

- **13,00 - 14,00: LUNCH**

**PANEL SESSIONS**

- **14,00 - 16,30: PANEL SESSIONS**

**COFFEE BREAK**

- **16,30 - 17,00: COFFEE BREAK**

**SECOND PLENARY SESSION**

- **17,00 - 18,30:**

***Keynote speeches:***

- ***Systemic Destination Management*** by ***Nikitas Assimakopoulos***, Full Professor of Systems Approaches to Management and Informatics, University of Piraeus, Head of the Hellenic Society for Systemic Studies, Greece.
- ***Social Sustainability: A Multidisciplinary Perspective*** by ***Maurice Yolles***, Professor Emeritus of Management Systems , Liverpool John Moores University, UK .

## WEDNESDAY, JANUARY 24, 2018

### PANEL SESSIONS

- 9,00 - 10,30: PANEL SESSIONS

### COFFEE BREAK

- 10,30- 11,00: COFFEE BREAK

### THIRD PLENARY SESSION

- 11,00 - 12,30:

#### *Keynote speeches:*

- *Responsibility of corporations: Organisational values, formal norms, and managerial competencies* by **Gerhard Fink**, Professor Emeritus of International Business, WU-Wien, Austria .
- *Was Darwin right about evolution? The Combinatory Systems Theory may have (be) the answer* by **Piero Mella**, Full Professor of Business Administration, University of Pavia, Italy.

- 12,30 - 13,00:

#### **AWARDS:**

- **BSLab Career Awards for the Advancements of Systemic Theories applied to Business Studies to:**
  - **Gerhard Fink**, Professor Emeritus of International Business, WU-Wien, Austria .
  - **Piero Mella**, Full Professor of Business Administration, University of Pavia, Italy.
- **Best presentation Awards - Sponsored by the Journal "Systems" MDPI publishing. (Junior and Senior awards)**

### LUNCH

- 13,00 - 14,00: LUNCH

### SPECIAL TOPIC INTERNATIONAL RESEARCH UNITS MEETING

- 14,00 - 15,30: STIRU MEETING

### COFFEE BREAK

- 15,30- 16,00: COFFEE BREAK

### GENERAL ASSEMBLY

- 16,00. 17,30: ROOM 1- BSLAB - ROOM 2: SYDIC

**PANEL SESSIONS PROGRAM**

**MONDAY, JANUARY 22**

*16,30-18,30*

## **LEADERSHIP AND SYSTEMIC INNOVATION**

Chair: *Alexander Laszlo*

Room 1- 16,30- 18,30 pm

**Inter, Intra, and Multi-Disciplinary Teams That Really Succeed** - *Maria-Isabel Sanchez-Segura, Fuensanta Medina-Dominguez, German-Lenin Dugarte-Peña*, Carlos III University of Madrid, Spain; *Mirsad Hadzikadic*, Complex Systems Institute, North Carolina University, USA.

**Generativity Space: A paradigm shift in collective value generation**-*Douglas Breitbart*, Independent scholar; *Fabian Szulanski*, Instituto Tecnológico de Buenos Aires, Argentina.

**Platform Innovation: From Technology to Leadership Platforms** - *Sergey Yablonsky*, St. Petersburg State University, Russia.

**Service innovation within service system networks: a business transformation perspective** - *Kostas Kutsikos, George Bithas, Vassili Angelis, Alan Warr*, University of the Aegean Business School, Greece.

**Collective Reflexive Capacity: The Highest Level of Capacity, or Challenge, to Leaders of Human Systems in the Context of Civilization Evolution** - *Jason Jixuan Hu*, Independent Scholar, Wintop Group, USA.

**Innovation and tradition-based firms: the case of the fashion industry** - *Valentina Della Corte, Giovanna Del Gaudio and Fabiana Sepe*, University of Naples "Federico II", Italy.



## **Knowledge Management Systems**

Chair: *Manlio Del Giudice*

Room 2- 16,30- 18,30 pm

**Online academic networks as knowledge brokers. The mediating role of organizational support** - *Elena-Mădălina Vătămănescu*, National University of Political Studies and Public Administration, Romania; *Andrei Gabriela Andrei*, “Alexandru Ioan Cuza” University of Iasi, Romania; *Patrizia Gazzola*, University of Insubria, Italy.

**Mapping digital co-creation for urban communities and public places** - *Aelita Skaržauskienė*, *Monika Mačiulienė*, *Laura Gudelytė*, Mykolas Romeris University, Vilnius, Lithuania.

**Early warning systems in management** - *Maja Meško*, University of Primorska, Slovenia; *Mirjana Pejić Bach*, University of Zagreb, Croatia; *Vasja Roblek*, Higher Institution Physiotherapeutica, Slovenia.

**On the Efficiency and Optimality of Innovation Cluster Structure** - *Laura Gudelytė* and *Simonas Skaržauskas*, Mykolas Romeris University, Vilnius, Lithuania.

**Open Innovation for Accessibility in Museum Organizations: The case of Museo Archeologico Nazionale di Napoli** - *Ludovico Solima* and *Pasquale Sasso*, University of Campania Luigi Vanvitelli, Italy; *Mauro Sciarrelli*, *Mario Tani* and *Fabiana Sepe*, University of Naples "Federico II", Italy.

**PANEL SESSIONS PROGRAM**  
**TUESDAY, JANUARY 23, 2018**

➤ *09,00-13,00*

## **Responsibility of Corporations**

### **Panel 1 (of 2)**

Chairs: *Gerhard Fink and Mauro Sciarelli*

Room 1- 09,00- 10,30 am

**Shareholder ecology. A Luhmannian framework** - *Steffen Roth*, La Rochelle Business School, France; *Vladislav Valentinov*, Leibniz Institute of Agricultural Development in Central and Eastern Europe, Germany.

**Non-Profit Institutions: a delicate balance between values, business orientation and accountability. Evidence from Italy** - *Renato Civitillo* and *Biagio Simonetti*, Sannio University, Italy.

**The autopoietics of sustainability reporting** - *Karin Brunsson*, Uppsala University, Sweden; *Oskar Eng*, Jönköping University, Sweden.

**Awareness and application of corporate code of conduct – status and further development** - *Caroline D Ditlev-Simonsen*, BI Norwegian Business School, Norway.

# SYSTEM DYNAMICS MODELING

## Panel 1 (of 2)

Chairs: *Stefano Armenia, Federico Barnabè, Edoardo Mollona*

Room 2- 9,00- 10,30 am

**System dynamics of interacting populations** - *Piero Mella and Valentina Beretta*, University of Pavia, Italy.

**A template to visualize sustainability data with Resource Mapping: insights from Integrated Reporting practices** – *Federico Barnabè*, University of Siena, Italy; *Maria Cleofe Giorgino*, University Milano-Bicocca, Italy; *Martin Kunc*, Warwick Business School, UK.

**Understanding the root causes of water scarcity through System Dynamics: the Italian case of the Bracciano Lake** - *Stefano Armenia* and *Carlo Medaglia* Link Campus University, Italy; *Alessandro Pompei*, "Sapienza" University of Rome, Italy; *Hamilton Carvalho, Joaquim Rocha dos Santos* and *Eduardo Ferreira Franco*, University of São Paulo, Brasil. .

**International strategies and declusterization: A simulation-based dynamic theory of Italian clusters' international sustainability** - *Edoardo Mollona*, University of Bologna, Italy; *Elisabetta Marafioti*, Bicocca University, Italy; *Fabrizio Perretti*, Bocconi University, Italy.

# MARKET-ING SYSTEMS

Panel 1 (of 2)

Chair: *Gianpaolo Basile*

Room 3- 9,00- 10,30 am

**Branding Successful Start-ups: Insights from the Romanian Coffee Shop Industry** - *Georgiana Cristea, Florina Pinzaru* and *Alexandra Zbucea*, National University of Political Studies and Public Administration, Romania.

**Experiment on Information Stickiness in Word-of-Mouth Transmission** - *Jie Meng*, Oxford Brookes University, UK; *Minghui Qian* and *Zhixun Xu*, Renmin University, China.

**Value co-creation and co-production in the interaction between citizens and Public Administration. A Systematic Literature Review** - *Nicola Capolupo, Gabriella Piscopo* and *Paola Adinolfi*, University of Salerno, Italy.

**Using Active FSVM Learning Method to Elicit Individual Tacit Knowledge of Brand Consideration** - *Jie Meng*, Oxford Brookes University, UK; *Minghui Qian* and *Zhixun Xu*, Renmin University, China.

## **SMALL AND MEDIUM SIZED ENTERPRISES**

### **Panel 1 (of 2)**

Chairs: *Piero Mella, Elena-Mădălina Vătămănescu, Patrizia Gazzola*

Room 1- 11,00 - 13,00

**Firm's reputation, people's support and online networking: Findings from methodological triangulation** - *Andreia Gabriela Andrei* and *Adriana Zait* “Alexandru Ioan Cuza” University of Iasi, Romania.

**Family Business Model Canvas** - *Salvatore Tomaselli*, University of Palermo, Italy.

**The integration of sustainable development in business as a driver for SMEs growth** - *Elena Querci*, Insubria University, Italy.

**Changes in the world of work and skills for the future** - *Daniela Wilks* and *Maria José Sousa*, Universidade Europeia, Portugal.

**Intellectual Capital and Firm Performance in SMEs: a Systematic Literature Review** - *Valentina Beretta* and *Maria Chiara Demartini*, University of Pavia, Italy.

# SUSTAINABLE DEVELOPMENT

Chair: *Mauro Sciarelli*

Room 2- 11,00 - 13,00

**Product Life Cycle: Coverage and Invariability** - *Miguel Lloret-Climent, Josué Antonio Nescolarde-Selva, Higinio Mora-Mora and María Teresa, Signes-Pont*, University of Alicante, Spain.

**Big Data, Nonlinear Entropy Production Accounting and the Balance Sheet of Entropy Efficiency in the emergent Digital Age** - *Anthony Friend*, OIKOΣ, Canada.

**Co-learning for Climate Protection through Systems Thinking – Use of an Interactive Computer-Based Simulation Game & Systems Analysis** - *Gabriele Harrer-Puchner*, Independent scholar, Switzerland; *Maximilian Rüttinger*, Climate manager, Municipality of Murg, Germany; *Franz Gatzweiler*, Institute of Urban Environment, Chinese Academy of Science, Xiamen, China.

**Considering ICT Development in Digital Cutting Edge as Freedom; Perspective on Iranian Northern Disadvantaged area** - *Atefeh Asghariaghmashhadi*, Adib Mazandaran University of Iran , Iran.

**Asymmetric Impact of Operational Risk on Stock Returns in Supply Chain between Upstream and Downstream Firms** - *Jungsuk Oh, Iny Hwang, Mary Lee and Woo-Jong Lee*, Seoul National University, Republic of Korea.

**Co-creating sustainable supply chains: which engagement?** - *Alessandra De Chiara*, University of Naples “L’Orientale, Italy,

# MARKETING SYSTEMS

Panel 2 (of 2)

Chair: *Gianpaolo Basile*

Room 3- 11,00 - 13,00

**Specifics of marketing activities in scientific organization of the humanitarian profile** - *Yulia Sleptsova* and *Roman Kachalov*, CEMI RAS, Russia.

**Marketing Analysis on the Water Production Sector in Kosovo. Case Study “Dea Water”** - *Vivianit, Fejza*, “Geo Mining”S.E., Kosovo; *Vjosa, Fejza*, University of Prishtina “Hasan Prishtina”, Kosovo; *Gëzim, Ademi*, Ministry of Trade and Industry, Kosovo.

**The role of social network advertising telegram in ensuring readers to purchase goods** - *Ali Asghar Kia* and *Soheila Kia*, Allameh Tabataba’i University, Tehran, Iran.

**The Effect of Social Networking Facebook on increasing the Social capital in Society: a study on Iranian users actions on Facebook to identify indicators of social capital** - *Ali Asghar Kia* and *Kimiya Kia*, Allameh Tabataba’i University, Tehran, Iran.

**Marketing Analysis on the Energy Drink Production Sector in Kosovo. Case Study “Frutex – Golden Eagle”** - *Vivianit, Fejza*, “Geo Mining”S.E., Kosovo; *Vjosa, Fejza*, University of Prishtina “Hasan Prishtina”, Kosovo; *Gëzim, Ademi*, Ministry of Trade and Industry, Kosovo.

**The New Dimension of Digital Market Development and Cooperation. The European Union regulation policy new approach and economic perspectives** - *Iwona Karkliniewska*, Warsaw University, Poland.



**PANEL SESSIONS PROGRAM**  
**TUESDAY, JANUARY 23, 2018**

➤ *14,00-16,30 pm*

## **SMALL AND MEDIUM SIZED ENTERPRISES**

### **Panel 2 (of 2)**

Chairs: *Piero Mella, Elena-Mădălina Vătămănescu, Patrizia Gazzola*

Room 1- 14,00 - 16,30 pm

**Self-perceived employability in SMEs: Investigating the response of generation Z students** - *Valeriu, Frunzaru*, National University of Political Studies and Public Administration, Romania.

**Evaluation Model for Microcredits granted to SMEs** - *Sergiu Octavian Stan, Laurentiu-Mihai Treapat*, and *Anda Gheorghiu*, SNSPA, Romania

**Sustainable outsourcing in Italian SMEs** - *Patrizia Gazzola*, University of Insubria, Italy; *Michela Pellicelli*, University of Pavia, Italy.

**Towards sustainable digital ecosystems** - *Romanelli, Mauro*, University of Naples Parthenope, Italy.

**Employability and SMEs. Evidence from Romania** - *Luminița Nicolescu* and *Ciprian Nicolescu*, Academy of Economic Studies, Bucharest, Romania.

**The impact of business simulation in changing attitudes towards launching innovation by SME's** - *Diana-Maria Cismaru*, National University of Political Studies and Public Administration, Romania.

**Individual characteristics and environmental factors as predictors of SMEs employees' self-assessed health** - *Vlad-Andrei Alexandru*, University of Insubria, Italy; *Elena-Mădălina Vătămănescu*, National University of Political Studies and Public Administration, Romania

## **ADVANCEMENTS IN SYSTEMIC THEORIES**

Chair: *Maurice Yolles*

Room 1- 14,00- 16,30 pm

**Managing the growth addiction. A systems therapy approach to capitalism** - *Steffen Roth*, La Rochelle Business School, France

**Blurred binary codes for a systemic resilience** - *Laura Appignanesi*, Università Politecnica delle Marche, Italy.

**Oscillate Wildly or Business as Usual? A systems perspective on governance and partnership in the UK shared transport sector** - *Michael Charlton*, Sheffield Hallam University, UK.

**Three Extensions to Original Self-Organization Theories** - *Jason Jixuan Hu*, Independent Scholar, Wintop Group, USA..

**Integration of Science, Engineering and Systems** - *Janos Korn*, Independent Scholar, UK.

**Unlearning of What? Using Agency Theory Modelling to Define Levels of Unlearning in Organizations** - *Thomas Grisold*, Vienna University of Economics and Business, Austria.

**Paradox of the perception of the mafia in the populations of the northern Italy in comparison to the reality (for instance tour of Corleone village). A change in the visions and perceptions** - *Luca Brancato*, Independent Scholar, Italy.

# EDUCATIONAL SYSTEMS

Chair: *Alfonso Reyes*

Room 3- 14,00 - 16,30 pm

**Education, Transformation and Learning: An enactive management view** - *Oswaldo García De la Cerda* and *María Soledad Saavedra Ulloa*, Universidad de Santiago de Chile, Chile.

**Evolutionary Universities: Designing for Parallel Experimentation** - *Camilo Olaya*, Universidad de los Andes, Colombia.

**Contribution of the Knowledge Competitions in Education related to Systems Science.** - *Josip Stepanić* and *Sibila Petlevski*, University of Zagreb, Croatia.

**From Digital Citizen to Digital Professional** - *Olga Marino*, *Jaime Andrés Gutiérrez* and *Sandra Aguirre*, Universidad de Los Andes, Colombia.

**Pedagogical mentoring and transformation of teaching practices in universities** - *Carola Hernández* and *Irma Alicia Flores*, Universidad de Los Andes, Colombia.

**Education and entrepreneurship. Mapping the territory towards an action plan.** - *Rosanna Spanò*, *Gianluca Ginesti*, *Luca Ferri* and *Annamaria Zampella*, University of Naples "Federico II", Italy. .

**Rethinking university system: toward entrepreneurial university.** - *Walter Vesperi*, University of Messina, Italy; *Ineza Gagnidze*, Iv. Javakhishvili Tbilisi State University, Georgia

**PANEL SESSIONS PROGRAM**  
**WEDNESDAY, JANUARY 24, 2018**  
**➤ 09,00 - 10,30**

# ECONOMIC AND FINANCIAL SYSTEMS

Chair: *Maurice Yolles*

Room 1- 09,00 - 10,30 am

**Measuring causes and effects of firms deleveraging process.** - *Mario Mustilli* and *Francesco Campanella*, Campania University, Italy; *Eugenio D'Angelo*, Pegaso Telematic University, Italy.

**Forecasting Housing Prices: Model Instability and Speculative Bubbles Early Detection** - *Carlo Drago*, University of Rome "Niccolò Cusano", Italy.

**Innovative Clusters – A Model for Rising International Competitiveness** - *Eka Sepashvili*, Iv.Javakhishvili Tbilisi State University, Georgia..

**The Complexity of the Anomaly Detection in Finance.** - *Carlo Drago*, University of Rome "Niccolò Cusano", Italy; *Paolo D'Ambra*, Independent Scholar, Italy.

**Theoretical Aspects of Using Cost-Benefit Analysis in Implementation of Competition Policy.** - *Ia Natsvlishvili*, Ivane Javakhishvili Tbilisi State University, Georgia.

## **SYSTEM DYNAMICS MODELING**

### **Panel 2 (of 2)**

Chairs: *Stefano Armenia, Federico Barnabè, Edoardo Mollona*

Room 2- 9,00- 10,30 am

**City Logistics Policy Evaluation with System Dynamics** - *Giovanni Zenezini and Alberto De Marco*, Politecnico di Torino, Italy

**Toward a General Theory of Societal Collapse. A Biophysical Examination of Joseph Tainter's Theory of «Diminishing Returns of Complexity»**- *Ugo Bardi, Sara Falsini and Iliaria Perissi*, University of Firenze, Italy.

**A model-based framework for cybersecurity analysis of cross-border and cross-domain digital platforms** - *Giovanni Paolo Sellitto*, Independent Scholar, Italy; *Tanja Pavleska*, Jozef Stefan Institute, , Slovenia.

## **Responsibility of Corporations**

### **Panel 2 (of 2)**

Chairs: *Gerhard Fink and Mauro Sciarelli*

Room 3- 09,30- 10,30 pm

**Responsibility in a food company: the case of Pomì.** - *Emilio De Meo and Raffaele Campo*, University of Bari, Italy.

**The implementation of the Directive 2014/95/EU in Polish banks and his influence on the environmental responsibility this institutions** - *Justyna Zabawa*, Wroclaw University of Economics, Poland.

**Nurturing a Corporate Culture of Change as the Key to Organizational Sustainability** - *John Vodonick*, Marylhurst University, USA.

**The Ethical approach in Investment Management Institution Self-Presentation. A Content Analysis on UK and Italian IMIs.** - *Mauro Sciarelli, Mario Tani, Giovanni Landi and Lorenzo Turriziani*, University of Naples "Federico II", Italy. .

## POSTER SESSION

TUESDAY AND WEDNESDAY, JANUARY 23, 24, 2018

➤ *DISPLAYED ALL DAY*

- **Tendencies and perspectives of internet-economic development in Georgia**, *Zeinab Surmanidze, Murman Tsetskhladze, Ketevan Tchanidze*, Batumi Shota Rustaveli State University, Georgia.
- **The Image of the Region and Marketing Strategies for its Formation**, *Okrushvili Nanuli*, Ivane Javakhishvili Tbilisi State University, Georgia.
- **Higher Education Marketing Development Prospects in Georgia**, *Okrushvili Nanuli*, Ivane Javakhishvili Tbilisi State University, Georgia.
- **A contribution to the sustainable management of supply chain using fuzzy logic**, *Luciano Barcellos de Paula*, Pontificia Universidad Católica del Perú, Peru; *Anna María Gil-Lafuente*, University of Barcelona, Spain.
- **Possibilities of Improvement of Green Economy Policymaking**, *Ineza Gagnidze and Nino Papachashvili*, Iv. Javakhishvili Tbilisi State University, Georgia; *Tamar Papachashvili*, Georgian Technical University, Georgia.
- **A Systemic Model of Coevolution in AI**, *Massimo Magno*, Gnosys, Singapore.
- **Re-engineering engineering education for the digital age**, *Álvaro H. Galvis*, University of Los Andes, Colombia.
- **Small and Medium Enterprise Perspective in the Development of Digital Economy** - *Irina Gogorishvili*, Ivane Javakhishvili Tbilisi State University, Georgia.
- **A Conflict – Eternal and Inevitable Process of Society’s Development** - *Nino Paresashvili*, Ivane Javakhishvili Tbilisi State University, Georgia.
- **Challenges and Problems of E-Customs in Developing Countries: the Case of Georgia** - *Rusudan Seturidze*, Ivane Javakhishvili Tbilisi State University, Georgia.



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