



**DSEAS**

Dipartimento di Scienze Economiche,  
Aziendali e Statistiche



## **VIII Business Systems Laboratory International Symposium**

### **GREAT RESET Opportunity or Threat?**



**JANUARY 11-12, 2024**

**UNIVERSITY OF PALERMO**

Department of Economics, Business and Statistical Sciences

viale delle Scienze ed. 13

PALERMO (Italy)



**B.S.LAB**  
*Business Systems Laboratory*

## SYMPOSIUM SCOPE

In the last 4 years the World faced dramatic changes in almost all the aspect of the global society.

We have seen a very fast transformation of the Social Systems. Starting from the outset of COVID-19 in 2020 we have seen an incredible acceleration of social transformations that were already in place. These transformations have been named by the World Economic Forum the: "GREAT RESET".

There has been a lot of discussion about the Great Reset in the last years. For many it represents a "necessary opportunity" to develop towards a more sustainable and happy society, while for many others it is a tremendous threat towards a dystopian society. Between these two opposites worldviews there are many scholars and thinkers who exposed more moderate opinions.

The Symposium 2024 wants to discuss with scientific rigor all these transformations and find new ways to address the global economic and social challenges of our times by systemic perspectives. The meeting aims to shed light on the various interactions between natural social and economic systems in this turbulent period with a multidisciplinary perspective that includes a wide range of fields such as: management, psychology, economics, engineering, sociology, education, behavior.

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

While focusing on Systemic methodology the Symposium is also open to all scientific approaches to foster constructive debates and confrontations to create new paths of research and practice.

The language of the B.S.Lab Symposia is English.

The Symposium 2024 will be structured in discussion panels and poster sessions.

The Symposium will start on Thursday January 11<sup>th</sup> at 12,00 pm and end on Friday January 12<sup>th</sup> at 19,00 pm.

## SYMPOSIUM ORGANISATION BOARD

### Conference Program Chairs



***Salvatore Tomaselli***

Associate Professor of Business Administration  
University of Palermo, DSEAS, Italy



***Salvatore Cincimino***

Associate Professor of Business Administration  
University of Palermo, DSEAS, Italy

### Scientific Director



***Gandolfo Dominici***

Scientific Director B.S.Lab  
University of Palermo,  
Italy

## SYMPOSIUM SCIENTIFIC BOARD

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**Steffen Roth** - *La Rochelle Business School, France*

**Aelita Skaržauskienė** - *Mykolo Romeris University, Lithuania*

**Mario Tani** - *Federico II University Naples- Italy*

**Elena-Mădălina Vătămănescu** - *SNSPA University, Romania*

**Maurice Yolles**- *Liverpool John Moores University, UK*

## SYMPOSIUM STAFF

**Bianca Polisano – Marco Salemi – Maria Rosaria Marguglio**

# GENERAL PROGRAM

THURSDAY, JANUARY 11<sup>th</sup>, 2024

❖ 12,00 -13,30 - REGISTRATION OF PARTICIPANTS

and

❖ WELCOME LIGHT LUNCH

## FIRST PLENARY SESSION

➤ 13,30 - 14,30:

*Welcome address:*

- *Elio Mineo*, Director of the Department of Economic, business and Statistical Sciences, University of Palermo;
- *Salvatore Tomaselli and Salvatore Cincimino*, Conference Program chairs, University of Palermo

➤ 14,30 - 16,00:

*Keynote speeches:*

- *Reset and restoration. Progressive management and organisation research on an archconservative mission* by *Steffen Roth*, Full Professor of Management at Excelia Business School La Rochelle, France - President of the Senate at Kazimieras Simonavicius University in Vilnius, Lithuania.
- *Time perception and knowledge strategies* by *Constantin Brati-anu*, Professor Emeritus of Strategic Management and Knowledge Management at the UNESCO Department for Business Administration, Bucharest University of Economic Studies, Romania - President of International Association of Knowledge Management

## COFFEE BREAK

➤ 16,00 - 16,30: COFFEE BREAK

## PANEL SESSIONS

➤ 16,30 - 18,30: PANEL SESSIONS

19,30 Guided Visit at “Palazzo Steri” University of Palermo historical building)  
– 20,30 Social dinner (for those registered)

**FRIDAY, JANUARY 12<sup>th</sup>, 2024**

**PANEL SESSIONS**

- **9,30 - 11,00: PANEL SESSIONS**

**COFFEE BREAK**

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

**PANEL SESSIONS**

- **11,30 - 13,00: PANEL SESSIONS**

**LUNCH**

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

**SECOND PLENARY SESSION**

- **14,00 - 15,30:**

***Keynote speeches:***

- ***Great Reset and Complexity*** by ***Maurice Yolles***, Professor Emeritus of Management Systems, Liverpool John Moores University (UK).
- ***Climate Change and Green Transition*** by ***Mario Pagliaro***, Head of Research Lab on solar energy and sustainability at National Research Center (CNR). Italy.

**COFFEE BREAK**

- **15,30 - 16,00: COFFEE BREAK**

**PANEL SESSIONS**

- **16,00 - 18,00: PANEL SESSIONS**

**GENERAL ASSEMBLY AND FAREWELL COCKTAIL**

- **18,00 - 19,00: GENERAL ASSEMBLY AND FAREWELL COCKTAIL**

**PANEL SESSIONS PROGRAM**  
**THURSDAY, JANUARY 11<sup>th</sup>**  
*16,30-18,30*

# COMPLEXITY AND SYSTEM THINKING IN THE ERA OF GREAT RESET

Chair: *Maurice Yolles*

Room 1- 16,30- 18,30 pm

**The Complex Challenges of World Economic and Political Situations in the Post-Covid-19 Period-** *Vasja Roblek, Maja Meško, Judita Peterlin, Vlado Dimovski*, University of Ljubljana and University of Maribor, Slovenia.

**Stakeholder theory as systems theory: Lessons from Bogdanov's Tektology** - *Vladislav Valentinov*, Leibniz Institute of Agricultural Development in Transition Economies, Germany.

**Living the Reality of Start-ups' Digital Social and System Entrepreneurship** - *Ulrich Schmitt, Giovanni Jolicoeur*, Stellenbosch Business School, South Africa.

**System Attention for the Attention Economy's Great Reset** - *Gunter Bombaerts*, Eindhoven University of Technology, the Netherlands.

**Ways of Seeing Wholes: Systemic-PSM and the Problem of Adoption** - *Michael Charlton*, Sheffield Hallam University, UK.

**General Principles of Problem Solving** – *Janos Korn*, independent scholar UK.

# **EDUCATION, LEARNING AND RESEARCH IN THE NEW GLOBAL SCENARIO**

Chair: *Ivan De La Vega*

Room 2- 16,30- 18,30 pm

**Reimagine the Future through Educational Innovation in Business Education** - *May Portuguese-Castro*, CENTRUM Católica Graduate Business School, Peru.

**The Impact of Strategic Foresight on Innovation Culture** - *Carla Linares, Ivan De la Vega*, CENTRUM Católica Graduate Business School, Peru.

**A Proposal for a Centralized University Admission System in Romania** - *Valeriu Frunzaru, Oana Ștefăniță, Denisa Oprea*, National University of Political Studies and Public Administration, Romania.

**Fostering Entrepreneurial Success: Unleashing the Potential of Generative AI through Task-Technology Fit. A Multi-case Study Approach** - *Giulio Marchena Sekli, May Portuguese-Castro*, CENTRUM Católica Graduate Business School, Peru.

**Different views of international scientific mobility and collaboration. The case of three peripheral countries in South America: Peru, Colombia and Venezuela** - *Ivan De la Vega*, CENTRUM Católica Graduate Business School, Peru.

**Responsible Digital Innovation: The New Business Challenges in the Digital Era** - *Alicia, de la Torre, Ivan De la Vega*, CENTRUM Católica Graduate Business School, Peru.



## **ARTIFICIAL INTELLIGENCE (AI) AND ITS IMPACT ON BUSINESS AND SOCIETY**

Chairs: *Aelita Skaržauskienė and Gintare Guleviciute*

Room 3- 16,30- 18,30 am.

**Perspectives on Managing Cyber Security Risks for Sustainable Challenges in the Digital Era** - *Maria-Manuela Catrina*, National Cyber Security Directorate, Romania.

**Profiling Malicious Actors in Social Networks using AI** - *Aelita Skaržauskiene, Monika Mačiulienė, Gintare Guleviciute*, Mykolas Romeris University, Lithuania.

**Ensemble-Based Community Detection Bibliometric Analysis of Sustainability Trends in Digital Economics** – *Carlo Drago*, University Niccolò Cusano, Rome, Italy.

**Constructing a Density-Based Composite Indicator to Analyze Public Awareness of Environmental Risks Using Google Trends for Italy** - *Carlo Drago*, University Niccolò Cusano, Rome, Italy.

**Collaboration Among Stakeholders and A.I. for Fighting Fake News in a Digital Media Environment** - *Ornela Ramašauskaitė*, Mykolas Romeris University, Lithuania.

**Virtual and augmented reality - exploiting the opportunities and avoiding threats** - *Igor Perko, Aljaž Kocet, Patrick Šumandl, Vesna Novak*, University of Maribor, Slovenia.

**PANEL SESSIONS PROGRAM**  
**FRIDAY, JANUARY 12<sup>th</sup>**  
**MORNING**

## **EMERGING CHALLENGES IN SUSTAINABILITY**

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

Chair: *Elena- Mădălina Vătămănescu*

Room 1- 09,30- 11,00 pm

**The importance of sustainable leadership towards employee engagement and wellbeing** - *Florina Vintilă, Elena- Mădălina Vătămănescu*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**Bridging Sustainability Challenges and Intellectual Capital in the BPO Industry: A Contemporary Analysis** - *Andreea-Laura Oprea*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**Sustainability and organizational performance: post-pandemic approach** - *Adela Mustatea*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**Unlocking the Path to Long-term Prosperity: Exploring the Nexus between Intellectual Capital and Sustainability in Small and Medium-sized Enterprises (SMEs)** - *Mădălina-Elena Stratone*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**The Startup Challenge: How to Approach Competitive Advantage in the Pursuit of Corporate Sustainability** - *Marilena-Loredana Jerdea, Elena Adriana Biea*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

## KNOWLEDGE MANAGEMENT

Chair: *Constantin Bratianu*

Room 2- 09,30- 11,00 am

### **Metaphors in Information Science: Shaping Concepts and Influencing Technology-**

*Mirjana Pejić Bach*, University of Zagreb, Faculty of Economics and Business, Croatia *Tanja Kamenjarska*, IRENET - Society for Advancing Innovation and Research in Economy, *Sarwar Khawaja*, *Fayyaz Hussain Qureshi*, Oxford Business College, UK, *Vasja Roblek*, University of Ljubljana, Slovenia.

### **Exploring the connections between Cultural Intelligence, Knowledge Dynamics, Organizational Context and Multicultural Leadership -**

*Dan Paiuc*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

### **The prevalence of Emotionality and Spirituality over Rationality in Knowmads' career decision making - a qualitative case study -**

*Andra Nicoleta Iliescu*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

### **Challenging the conventional wisdom: navigating change from traditional leadership to neuroleadership in the knowledge economy -**

*Roxana-Maria Staneiu*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

### **Self-Regulated Learning, Self-Efficacy, and Life-Long Learning: The mediating role of Future Orientation -**

*Dan Stănescu*, *Valeriu Frunzaru*, *Oana Ștefăniță*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

# **INDUSTRY 4.0 AND 5.0 - CHALLENGES FOR THE NEW NORMAL**

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

Chair: *Ineza Gagnizde*

Room 3- 09,30 - 11,00

**Skills for Industry 5.0 from the Perspective of Higher Education Stakeholders-** *Nino Papachashvili, Tamta Mikaberidze, Sulkhan-Saba orbelian* University, Georgia.

**Whither Industry 5.0 in Ukraine?** - *Tetiana Sobolieva, Nataliia Harashchenko, Oleksandra Pravdyva*, Kyiv National Economic University, Ukraine.

**Time Use Challenges in the Digital Era-** *Lia Charekishvili*, European University, Tbilisi, Georgia.

**Covid 19, entrepreneurial opportunity: case study in Quebec, Canada-** *Nathalie Lachapelle*, TELUQ University, University of Quebec, Canada.

## **EMERGING CHALLENGES IN SUSTAINABILITY**

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

Chair: *Elena- Mădălina Vătămănescu*

Room 1- 11,30- 13,00 am

**Enhancing SMEs Business Performance: Unleashing the Power of Internationalization, Sustainability and Digitalization** - *Elena Adriana Biea*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**(Un)weaving sustainable managerial relationships during the new normal: an internationalization-centric view** - *Elena- Mădălina Vătămănescu*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**Sustainability disclosure and financial performance. Evidence from European Tech Companies** - *Pompei Mititean*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**Sustainability through Diversity: Reducing Similarity Attraction Bias in Financial Institutions** - *Andreea Bunica, Mădălina Elena Stratone*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

**Navigating the Green Transformation: Challenges and Opportunities in Reinforcing Sustainability through Managerial Decisions** - *Victor-Emanuel Ciuciuc and Paul Markovits*, National University of Political Studies and Public Administration (SNSPA), Bucharest, Romania.

# ORGANIZATIONAL CHANGE

## Panel 1 (of 2)

Chairs: *Nicola Capolupo and Angelo Rosa*

Room 2- 11,30- 13,00 am

**Redesigning Talent Management: The Great Reset Produced by COVID-19 Pandemic-** *Radu Marin*, National University of Political Studies and Public Administration (SNSPA), Romania.

**Stakeholders' self-organization and adaptive governance in social enterprises: membership representation, worker control and client orientation,** *Ermanno Tortia*, University of Trento, Department of Economics and Management, Italy.

**A Comprehensive Analysis of Factors Influencing Internationalization of Micro- and SMEs in Central Europe in process of organizational change -** *Zuzana Virglerova*, Tomas Bata University in Zlín, Czech Republic.

**Are Public Administrations ready for change? Exploring the use of Artificial Intelligence in Judicial Offices -** *Maria Chiara Casale, Gabriella Piscopo*, University of Salerno, Italy.

# **INDUSTRY 4.0 AND 5.0 - CHALLENGES FOR THE NEW NORMAL**

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

Chair: *Ineza Gagnidze*

Room 3- 11,30 - 13,00

**Enhancing Economic Growth through Digital Technologies: A Focus on Electronic Tax Services** - *Seturidze Rusudan, Nino Topuria, Ketino Bokhashvili*, Ivane Javakhishvili Tbilisi State University, Georgia.

**Labour market challenges and the role of Education during Industry 4.0** - *Ineza Gagnidze*, Ivane Javakhishvili Tbilisi State University, Georgia.

**Trends in teaching green economy using modern information technologies in higher education institutions** - *Rusudan Seturidze, Marina Chavleishvili, Vasil Kikutadze*, Ivane Javakhishvili Tbilisi State University, Georgia.

**POSTER PRESENTATION: Opportunities for green hydrogen production and policy for their development in Georgia**, *Irina Gogorishvili*, Ivane Javakhishvili Tbilisi State University, Georgia.



**PANEL SESSIONS PROGRAM**  
**FRIDAY, JANUARY 12<sup>th</sup>**  
**AFTERNOON**

## **CONSUMER BEHAVIOR**

Chair: *Mario Tani*

Room 1- 16,00- 18,00 pm

**Stakeholder Strategic Bridging in Local Area Development. A theoretical model** – *Gianpaolo Basile*, Universitas Mercatorum, Italy, *Mario Tani*, University of Naples, Federico II, Italy.

**Pressing need for safety and security: An innovative approach to competitiveness of destinations-** *Marica Mazurek*, Zilina University, Slovakia.

**Clustering consumers on an emerging market: A K-means analysis in the New Normal** – *Dan-Cristian Dabija*, *Veronica Campian* and *Liana Stanca*, Babeş-Bolyai University, Cluj-Napoca, Romania.

**Enhancing Visitors' Digital Experience in Museums through Artificial Intelligence** - *Valerio Muto*, *Simone Luongo*, *Fabiana Sepe*, *Anna Prisco*, University of Naples Federico II, Italy.

## **ORGANIZATIONAL CHANGE**

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

Chairs: *Nicola Capolupo and Angelo Rosa*

Room 2- 16,00- 18,00 pm

**Investigating Employer Branding strategies in Public Administration: an exploratory literature review** - *Roberta Romano, Gabriella Piscopo, Simona Mormile*, University of Salerno, Italy.

**Rethinking smart working organizations for innovation**, *Mauro Romanelli*, University of Naples Parthenope, Italy.

**Does my job make sense? The mediating role of meaningful work between attitude and participation towards change in organizations** – *Nicola Capolupo*, University of Salerno, *Angelo Rosa*, University LUM Giuseppe Degennaro, Italy.

**AI implementation within organizations. A systematic literature review** - *Emilia Romeo*, University of Salerno, Italy, *Aleksandr Kljucnikov*, European Centre for Business Research, Pan-European University, Prague, Czech Republic

## **FINANCIAL SYSTEMS**

Chairs: *Donato Morea, Gianpaolo Iazzolino, Carlo Giglio*

Room 3- 16,00 - 18,00 pm

**A critical analysis of “fair value” as a valuation method in the Italian financial statement-** *Patrizia Gazzola, Stefano Amelio, Daniele Grechi , Giacobbe Salis*, University of Insubria, Italy.

**ESG and financial performance: the moderating role of digitalization -** *Donato Morea*, University of Cagliari, Italy; *Carlo Giglio, Giovanni Baldissarro, Maria Elena Bruni, Gianpaolo Iazzolino*, University of Calabria, Italy.

**CSR as an important factor in obtaining external financial sources for SMEs-** *Metzker Zdenko, Rejzkova Radka*, Tomas Bata University in Zlin, Czech Republic.

## **POSTER SESSION**

*DISPLAYED ALL DAY*

**Opportunities for green hydrogen production and policy for their development in Georgia,** *Irina Gogorishvili, Ivane Javakhishvili* Tbilisi State University, Georgia

## BUSINESS PARTNERS

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