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5th PISB Workshop

BEYOND THE CRISIS: WHAT IS THE FUTURE FOR SMALL BUSINESSES?

Challenges, opportunities and lessons learned

3-4 December 2021

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PARALLEL TRACKS PROGRAM

Friday 3 December 16.15 - 17.45

Track A Sustainable Business [\(Link Track A\)](#)

Chair Massimo Ciambotti

1. Lazzarotti V., Gjergji R., Brunelli S., Sciascia S., Visconti F. "Effective business model adaptations in family SMEs to react to the COVID-19 crisis".
2. Pischedda G., Corsi K., Marinò L., Fadda N. "Sustainable business model and organisational resilience: a case study of an Italian winery enterprise".

3. Sentuti A., Cesaroni F. "Do sustainability and food safety stimulate innovation among agri-food entrepreneurs? The experience of Italian innovative startups during the COVID-19 pandemic".
4. Cavicchi C., Oppi C., Vagnoni E. "Innovative SMEs' circular economy practices amidst the COVID-19 crisis: A policy incentives focus".

Track B Marketing and Strategies [\(Link Track B\)](#)

Chair Elisabetta Savelli

1. Pilotti L. "Crisis and resilience in the post pandemic age in searching of emergent trust and commons goods. SME's strategies of adaptation in European Green New Deal for a new multilateralism for peace end equity".
2. Pagano A., Fortezza F., Bocconcelli R. "The Role of Serial Crowdfunding in Startup Firms' Innovative Activities".
3. Gabbianelli L., Pencarelli T. "The impact of COVID-19 on the client-consultant relationship: a multiple case study".
4. De Paolis E. "Is *pasta* just about food? An interpretation of customer needs trough the case study of LIVI srl".

Saturday 4 December 09.30 - 11.15

Track C Values and Humane Entrepreneurship [\(Link Track C\)](#)

Chair Mara Del Baldo

1. Ceraulo S. "From values and purpose, to overcome the pandemic: MGA of the "Poliambulatorio Risana"".
2. Sgrò F., Palazzi F., Ciambotti M. "What leads to SMEs' continuity?".
3. Fioravante R., D'anghela M., Del Baldo M. "From Skin Care to Health Care: Female Entrepreneurship, Profitability and Humanistic Management in Veralab case".
4. Ghisellini P., Quinto I., Passaro I., Ulgiati S. "Exploring the role of circular start-up in promoting a more sustainable and humane entrepreneurship within the circular economy".

Track D COVID Impact on SMEs: Resilience and Recovery Strategies [\(Link Track D\)](#)

Chair Alessandro Pagano

1. Francioni B., Curina I., Cioppi M. "The impact of COVID-19 on SME's entrepreneurial elements".
2. Savelli E., Murmura F., Pierli G. "Growth Strategies and Diversification Processes as a Response to the Pandemic Crisis: an Italian Multiple Case Study".

3. Bosone M., Evangelista P, Hallikas J., Kähkönen A-K., Lintukangas K, Immonen M. "Managing small firms during Coronavirus pandemic: A survey on the Italian medical device industry".
4. Rivetti F., Rossi C., Fiore G. "The antifragility-opportunity nexus. Empirical evidences at the time of COVID-19".

Track E COVID and Business Crisis [\(Link Track E\)](#)

Chair Federica Palazzi

1. Riva P., Garelli A. "NFI for Early-Warning. CSR Directive and Insolvency Directive: Their composed impact on SMEs. Searching for a new model".
2. Di Toma P., Lazzini A. "'IT- COULD - WORK!!' Multistakeholders Governance Mechanisms for Firms Regeneration. An Opportunity for SMEs in Times of Crisis".
3. Chamochumbi D., Ciambotti M., Del Baldo M., Palazzi F. "Innovation and covid-19: evidence from Italian medium-sized firms".
4. Riza I., Băndoi A., Sitnikov C., Tănasie A. "The impact of COVID-19 effects on the life cycle of Romanian SMEs".

Track F Cross-Cultural Contexts [\(Link Track F\)](#)

Chair Annalisa Sentuti

1. Farina V., Lanciano E., Previati D. "European Small and Medium-Sized Enterprises in the pandemic context. Vulnerabilities, EU response, next challenges".
2. Demartini P., Aureli S., Del Baldo M. "'Next generation Italia" and culture interventions in small historical towns: from opportunities to actions?".
3. Bua I., Mazzucchelli A., Chierici R., Bosisio J., Di Gregorio A. "SMEs and internationalization: managing social media storytelling in a cross-cultural context".
4. Bassani G., Sentuti A. "A systematic literature review of the early empirical research on COVID-19 and SMEs".