



DIPARTIMENTO DI DIRITTO
ED ECONOMIA DELLE ATTIVITÀ PRODUTTIVE



ACSD
Africa Centre for
Climate and
Sustainable
Development



Harmont & Blaine
junior



SIDREA INTERNATIONAL WORKSHOP

#SU? #BUS? #CULT? #SMART!

SUSTAINABILITY, BUSINESS MODEL, CULTURAL HERITAGE & SMART TECHNOLOGIES

PRELIMINARY SESSION h. 11:00

Fabrizio D'ASCENZO, *Dean - Faculty of Economics, Sapienza University of Rome*

Paola FERRARI, *Head - Dep.t Law & Economics of Productives Activities, Sapienza University of Rome*

Michele GALEOTTI, *President Master Degree AZIEND & Professor of Business Administration, Sapienza University of Rome*

Paola PAOLONI, *Professor of Business Administration, Sapienza University of Rome*

Stefano MARASCA, *President of SIDREA Società Italiana dei Docenti di Ragioneria e di Economia Aziendale*

Zhanna S. BELYAEVA, *Associate Professor in Sustainability & International Business, Academic Director Graduate School Economics & Management, Ural Federal University, Russia*

Riad S.M. SHAMS, *Lecturer of Business Management, University of Northumbria, UK*

INTRODUCTION & MODERATOR h. 11:30

Rosa LOMBARDI, *Associate Professor of Business Administration, Coordinator of the Project "Smart Technologies for Sustainable Business Model: Adaptation challenges & prospects in economic and cultural drift", Sapienza University of Rome*

SESSION #SU? - SUSTAINABILITY & FOOD h. 11.40

- Zhanna S. BELYAEVA, *Introduction*

- Ines BENABDALLAH, *Junior Programme Officer, Africa Centre for Climate & Sustainable Development*

SESSION #BUS? - BUSINESS MODEL & SPORT h. 12:10

- Riad S.M. SHAMS, *Introduction*

- Leonardo MANZARI, *President of BPC Virtus Cassino Basket (National Serie B)*

SESSION #CULT? - CULTURAL HERITAGE & FASHION h. 12:40

- Purificación PARRADO MARTINEZ, *University of Jaen (Spain), Introduction*

- Marco MONTEFUSCO, *Retail & Marketing Manager, AGB Company SpA – Harmont&Blaine Junior*

LIGHT LUNCH h. 13:10

SESSION #SMART! - SMART TECHNOLOGIES & ENTERTAINMENT h. 14:10

- Rosa LOMBARDI, *Introduction*

- Davide d'ATRI, *Founder & CEO, Soundreef SpA*

PARALLEL SESSIONS h.14.40

Session 1 - IJDCET Special Issue Social Media, Digital Innovation & Stakeholder Engagement: The Museum 4.0 (GE Silvia Fissi, Elena Gori, Alberto Romolini)

Sessions 2&3 - Scholars & Management Decision Special Issue (Aula Onida & Aula Pescatore)

FINAL SESSION h.16:45

#Call for Special Issue

Conclusion e Future Projects