

SAVE THE DATE

We are proud to announce and invite you to

Sinergie XXVIII Annual Conference

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Management in a Digital World: Decisions, Production, Communication

A Meeting to Debate Management Challenges in the Digital Age

9-10 June 2016

Sponsored by the University of Udine, Italy

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Conference Chairs

Gaetano M. Golinelli, Sapienza University of Rome, Italy

Claudio Baccarani, University of Verona, Italy

Andrea Moretti, University of Udine, Italy

International Conference Coordinator

Angelo A. Camillo, Woodbury University, Los Angeles, USA

Email: angelo.camillo@woodbury.edu Tel: +18183943314

In collaboration with



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MANAGEMENT



Udine is one of Italy's most attractive northern cities. It is located just a short distance from the International Marco Polo airport in Venice and is close to other beautiful cities such as Verona. Udine is rich with natural and historic beauty, and from Udine you can reach spectacular mountain ranges such as the Dolomites and the Alps. Giambattista Tiepolo elected Udine as his second motherland and worked on the most important buildings in the city such as the Patriarchal Palace, the Castle and the Cathedral. Contemporary art is also well represented by the Casa Cavazzini, a project of the famous architect Gae Aulenti. Udine also has a rich gastronomic heritage and oenological culture, in fact, it is the home of the world's most famous "prosciutto" San Daniele, and some of the world's most intriguing wines are produced in and around its viticultural area.

There is plenty to see and do in Udine before and after attending this prestigious conference.

<http://www.udinecultura.it/opencms/opencms/release/ComuneUdine/cittavicina/cultura/en/>

Having reached its 28th edition, the Sinergie Italian Journal of Management Annual Conference is a well-established scientific meeting that brings together scholars from the field of management to present and discuss their research in a collaborative and friendly environment.

**Sinergie XXVIII invites submissions on the following topics
(although the conference will not necessarily be limited to these themes):**

- 1) Strategic and managerial decisions in the time of big data
- 2) The new chief digital officer
- 3) Digital strategies for the promotion of 'made in'
- 4) Competitive analysis in and of digital contexts
- 5) Finance and risk in the digital world
- 6) New business models in a changing digital world
- 7) Emerging intermediaries in the digital marketplace
- 8) Changing patterns in consumer behaviour
- 9) From the handicraft to ownerless productions, such as FabLab, digital makers, 3D, ...
- 10) Firm size and digitisation in manufacturing and services processes
- 11) Digital world and extended logistics networks
- 12) Social media and consumer relations: experiences and sharing value
- 13) 'Internet of things' and consumer knowledge
- 14) Augmented reality and new media
- 15) Production of value in the digital world and territorial infrastructures
- 16) Higher education in the digital world: a disruptive perspective

Publication Opportunities

All paper submissions will be double-blind reviewed and a proceedings volume with ISBN and DOI will be published. The open-access *Conference Proceedings* will be released on the Sinergie web portal (www.eng.sinergiejournal.it) after the conference.

Full papers or extended abstracts may be submitted. In addition to the ordinary paper sessions, we are planning to organise one or more 'paper-development sessions' in which attendants can present working papers or extended abstracts and benefit from comments and suggestions from the chairpersons and other participants through a constructive and interactive discussion.

The official languages of the conference are English and Italian.

Authors may choose to publish either full papers or extended abstracts in the *Conference Proceedings*. A selection of the papers by the scientific committee will be included in a 2016 *Sinergie Italian Journal of Management* special issue.

Deadlines

Paper or extended-abstract submission	** January 15, 2016 for non-European participants February 15, 2016 for participants within the EU
Notice of peer-review result (only for full papers)	** March 1st for non-European participants April 4, 2016 for participants within the EU
Submission of amended version of paper	5 May 2016 for all participants

**** The earlier deadlines are set to facilitate travel arrangements for non – European participants and for those who may require an entry visa. For travel information and visa to Italy, please visit: <http://www.esteri.it/mae/en/> <http://vistoperitalia.esteri.it/home/en> or the Italian consulate near you: <http://www.esteri.it/mae/en/ministero/laretediplomatica/ambasciate/default.html>**

Participants interested in extended stay please visit: <http://www.enit.it/en/> and http://www.sjusd.org/leland/teachers/sgillis/culture_grams.html

Registration Fee €200 by 11 April 2016

Accommodation

Udine and its outskirts offer many options for accommodation. Prices range from €40 (per person per night in bed & breakfast accommodation) to up to €200 (per person per night in a four-star hotel).

Suggested Hotels near the university: <https://www.google.com/maps/d/viewer?mid=zoE39hiYBpZ4.kkFQpZGnJs7M>
Udine on Google maps: <https://www.google.com/maps/@46.0827204,13.2103929,14.29z>

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Contact Information in Italy

Sinergie: Segreteria di Redazione, Via Interrato dell'Acqua Morta, 26, 37129 VERONA

Tel: +39-045-597655 Fax: +39-045-597550

Email: laura.ciarmela@sinergiejournal.it or amministrazione@sinergieweb.it