



Sinergie - Sima 2017 Conference

University of Naples Federico II, Italy

15-16 June 2017

Value co-creation: management challenges for business and society



CALL FOR PAPERS

Deadlines	
Submission of papers or extended-abstracts	28 February 2017
Notification of peer review results (only for full papers)	12 April 2017
Submission of revised papers	15 May 2017
Earlier deadlines for non-European participants (see inside)	

Welcome

Having reached its 29th edition, the *Sinergie Italian Journal of Management's* Annual Conference is a well-established scientific meeting that brings together scholars from the field of management together to present and discuss their research in a collaborative and friendly atmosphere. Starting this year, the conference is co-organized with SIMA (Società Italiana di Management) the Scientific Society of Italian scholars of management. Sinergie and SIMA are increasingly working together and their common aim is to foster the contribution of Italian scholars to the international debate on management studies.

Conference theme and objectives

The purpose of the conference is to discuss an alternative perspective for management that makes sense of the complex and dynamic reality of business and societal phenomena. This perspective is proposed to escape the positivistic, paradigmatic view of science by drawing on the ontological assumption that management is, above all, a matter of value co-creation that takes place in a multiple, constructed, and socially embedded reality.

In order to grasp the emerging complexity, recent studies on markets, consumer behaviors, strategy and business organizations have gained momentum in social sciences and exhorts business and economics studies to move beyond the myopia of the neoclassical view of reality as objectively given and fully knowable.

There is a call for management theories and practices based on a research approach where social practices - the ordering of human activity across space and time - make the world continuously constructed and reconstructed by individuals and groups in interaction with non-humans (physical environment, objects) to (co-)create mutual value.

In this sense, new conceptualizations can lead researchers, managers, decision makers, practitioners and students to a deeper understanding of management in today's ever-changing societal and business context.

Theoretical contributions, empirical analyses, experiences and reflections developed from the perspective of management studies and aimed at analyzing patterns to co-create value constitute the main focus of the conference.

Conference framework

The conference theme will be debated during plenary and parallel sessions across Thursday June 15th and Friday June 16th, 2017.

The **plenary sessions** will rely on the contribution of reputable academic and professional figures who act as keynote speakers, discussants and interviewees. Prof. Gianmario Verona, Rector of Bocconi University, will be one of the keynote speakers.

During the **parallel sessions**, the papers that have been selected through a double blind peer review process will be presented. Moreover, there will be one or more sessions dedicated to extended abstracts during which the participants will be able to present their research projects and benefit from the comments and suggestions of the chairs and other participants.

The papers and extended abstracts may be submitted in **Italian** or **English** (edited either in British or American English).

Topics

Sinergie and SIMA invite participants to present papers and extended abstracts on the following topics within the specific theme of the conference:

- Value co-creation processes, enablers and barriers
- Value co-creation and organizational well-being
- Managing and measuring value co-creation
- Market creation and shaping
- From hierarchy to internal networks
- Business models innovation
- Open and collaborative business models
- Corporate social responsibility and business ethics
- Systems, networks and complexity
- Strategizing in networks: from competition to co-opetition
- Innovation in practices
- Digital economy, internet of things and internet of everything
- New value proposals in BtoC and BtoB
- Customer engagement
- Finance and value co-creation
- Sharing economy and collaborative consumption
- Co-created brands and communication
- Value co-destruction

Submissions about other topics within the various areas of management research are also welcome. For example: entrepreneurship, business strategy, corporate governance, innovation, manufacturing, marketing.

Full paper and extended abstract submission

Full paper submission process

Only unpublished papers that have not been previously submitted for publication or presented at previous conferences and that are not under review by other journals and/or conferences will be accepted. To submit a paper for the Sinergie-Sima conference, two separate files must be sent in Microsoft Word for Windows format:

- A file entitled 'IA' detailing the authors, the title of the paper, information on the authors (e.g., qualifications, scientific disciplinary sectors, email addresses and mobile phone numbers-this information is reserved for the exclusive use of *Sinergie's* administration) and any paragraph attributions, acknowledgement sections and references to research projects that led to the drafting of the paper; and
- A file entitled 'FP' comprising the full paper (based on the conference template and no more than 18 pages in length) that includes a structured abstract (no more than 250 words long), key words and a reference section. The abstract should be divided as follows: objectives of the paper, methodology, findings, practical implications, limitations of the research and originality of the paper. The insertion of figures and tables as images (i.e., .bmp; .jpeg; .jpg; .png; .gif formats) is not allowed; any figures and tables should be provided in Microsoft Word format. Any related files of additional tables and figures must also be attached in their original format (e.g., xls). Footnotes should only be used to make comments, provide more in-depth analysis and note further considerations, and should not be used to provide any bibliographical information.

Extended abstract submission

To submit an extended abstract for the *Sinergie-Sima* conference, please send a file entitled 'EA' in Microsoft Word for Windows format. The length of the extended abstract should be no less than three pages or 2,000 words and no more than five pages or 3,300 words.

Guidelines for authors and the required templates for the submission of full papers and extended abstracts are available at <http://www.sinergiejournal.it/>

Files should be sent as an email attachment to Laura Ciarmela, editorial staff member of *Sinergie*, at laura.ciarmela@sinergiejournal.it

Peer review process

For full papers

Each paper will undergo a double blind peer review process that could lead to full acceptance, acceptance with reviewer's suggestions, or non-acceptance.

Papers that are accepted with suggestions must be modified and resubmitted to the conference chairs, who will examine the revised paper before notifying the authors of their final decision.

For extended abstracts

The Scientific Committee will review and select extended abstracts based on their coherence with the specific themes of the conference or with the scope of management studies and the clarity of their content.

Deadlines	
Submission of papers or extended-abstracts	28 February 2017
Notification of peer review results (only for full papers)	12 April 2017
Submission of revised papers	15 May 2017

Deadlines for non-European participants (*)	
Submission of papers or extended-abstracts	15 February 2017
Notification of peer review results (only for full papers)	15 March 2017
Submission of revised papers	15 May 2017
(*) Earlier deadlines have been set up to facilitate travel arrangements for non-European participants	

Publication opportunities

Conference Proceedings

Unless publication is explicitly waived by the author(s) at the time of the paper's submission, all accepted full papers presented at the conference will be published online in the **Referred Electronic Conference Proceedings** and copyrighted with ISBN and DOI codes.

The extended abstracts presented at specific sessions of the conference will be published online in a separate volume of **Conference Proceedings** and copyrighted with ISBN and DOI codes.

Conference Proceedings will be released in open access form via the web site of Sinergie (www.sinergiejournal.it) after the conference. Before uploading extensive editorial work is carried out on texts to assure quality and professional standards, and no fee is charged for editorial work.

Every author (or where there are multiple authors, at least one author) must present his paper and/or extended abstract during the parallel sessions of the conference. **Failure to do so will result in the paper or extended abstract exclusion from the Referred Electronic Conference Proceedings.**

Publication in Sinergie Italian Journal of Management

The Conference Scientific Committee will select from 8 to 10 of the full papers presented at the Conference for publication in a 2018 Sinergie special issue. Sinergie is ranked "A" by AIDEA among Italian business administration journals (www.accademiaaidea.it). The authors of the papers selected for publication in the Sinergie special issue will be announced and rewarded at the concluding plenary session of the conference.

Publication in Sinergie Italian Journal of Management, as well as in other journals connected to the conference, is free of charge.

Publication in a special issue of ranked international journals

Other quality papers will be considered for publication in a 2017-2018 special issue of one of the following journals:

- *EuroMed Journal of Business*, indexed in Scopus, ranked “C” by AIDEA among international journals;
- *International Journal of Managerial and Financial Accounting*, indexed in Scopus, ranked “C” by AIDEA among international journals
- *Journal of the Knowledge Economy*, indexed in Scopus, ranked “C” by AIDEA among international journals
- *Journal of Promotion Management*, indexed in Scopus, ranked “C” by AIDEA among international journals
- *Journal of Trust Research*, indexed in EBSCO
- *World Review of Entrepreneurship, Management and Sustainable Development*: indexed in Scopus, ranked “C” by AIDEA among international journals.

These journals provide a DOI code for every paper. These are printed journals which are not predatory or open access. All Sinergie-SIMA conference papers have to go through a blind review process and follow the submission rules of each journal.

Other journals could join the Sinergie-SIMA conference.

Other publication opportunities

The following international journals, which are ranked “A” by AIDEA and ANVUR, and indexed in Scopus, are affiliated with the Sinergie-Sima conference. Outstanding papers will be considered independently by the editor of these Journals:

- *California Management Review*
- *European Management Journal*
- *Journal of Management and Governance*
- *Journal of Knowledge Management*

Other outstanding ranked journals could join the Sinergie-SIMA conference.

Awards and recognitions

Selected papers and, among these, the 3 best papers will be acknowledged by the Scientific Committee with an award during the closing session of the conference. In the same ceremony, the Wish Days prize will be awarded to young researchers and the Sinergie best referee award winner will be named.

A certificate of presentation will be issued to all participants presenting their research papers. A certificate for chairing a session will be issued to chairs, thus acknowledging their contribution to the conference.

A peer reviewing certificate will be issued to reviewers, thus acknowledging their contribution to the conference.

Conference registration

Online registration on the conference web site: www.sinergiejournal.it, will be possible starting February 11th, 2017.

Standard registration fee covering access to all daytime conference sessions, online conference proceedings, lunches, refreshments, gala dinner and (only in Italy) a 2017 subscription to *Sinergie*: **€ 244 if paid by May 15th, 2017, € 366 afterwards until the date of the conference.**

Promotional fees for Sima associates (20% discount), for researchers and PhD students are available. More details may be found on the conference web site.

Two alternative combinations of conference fee and journal subscription are available for Italian participants if payment is made by May 15th, 2017.

Accommodation

Napoli and its outskirts (Capri, Ischia, Sorrento and Costiera Amalfitana) offer many options for accommodation. Prices widely range from € 40 (per person per night in bed & breakfast accommodation) to extremely high prices (€ 1.000 and more per person per night in a five star luxury hotel). You are kindly suggested to book in advance.

Some recommended hotels in Napoli are: Executive Majestic, Grand Hotel Santa Lucia, Parthenope Relais, Hotel San Marco, Chiaja Hotel de Charme. Further accommodation suggestions will be issued on the conference website.

Naples on Google maps:

<https://www.google.it/maps/@40.8440652,14.2702103,179054m/data=!3m1!1e3>

Travel arrangements for non-European participants

Earlier deadlines have been set to facilitate travel arrangements for non - European participants and those who may require an entry visa. For information on travelling to Italy and visas, please go to: <http://www.esteri.it/mae/en/>, <http://vistoperitalia.esteri.it/home/en> or an Italian consulate near you:

<http://www.esteri.it/mae/en/ministero/laretediplomatica/ambasciate/default.html>

Participants who are interested in an extended stay are invited to visit: <http://www.enit.it/en/>

Conference venue

Università degli Studi di Napoli "Federico II"
Dipartimento di Economia, Management, Istituzioni
Complesso Universitario di Monte Sant'Angelo, Cupa Nuova Cintia, 21
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