



## XXIII Italian Company Culture Week

### Corporate Heritage Communication & Social Impact

International hybrid conference

November 6<sup>th</sup>, 2024, 10h00 – 16h00

Confindustria

viale dell'Astronomia, 30 – Roma

#### Pininfarina Hall

10h00 – 11h00 | **Opening session**

- *Fulvio Ingrosso*, Historical Archive-Library Confindustria
- *Alberto Marinelli*, vice rector Sapienza University of Rome, dean Department of Communication and Social Research
- *Antonio Calabrò*, president Museimpresa (*video message*)
- *Edoardo Currà*, president Italian Association for Archaeological Industrial Heritage (AIPAI)
- *Josè Maria Herranz de la Casa*, dean School of Communication University of Castilla-La Mancha
- *Giampaolo Letta*, president Film Impresa
- *Barbara Mazza*, Master degree in Organization and Marketing for Corporate Communication, Sapienza University of Rome (*video message*)

11h00 – 11h50 | **Activating brand heritage**

*Introduction: Valentina Martino, Sapienza University of Rome*

*Keynote speech: Mats Urde, Lund University*

11h50 – 13h10 | **Parallel sessions**

### Pininfarina Hall

#### Session 1 | **Corporate heritage and communication**

*Chair: Angelo Riviezzo (University of Sannio)*

- *Paola Gioia, Cecilia Pasquinelli, Maria Rosaria Napolitano (Parthenope University of Naples): Corporate Heritage Management and Its Impact on Stakeholder Engagement and Corporate Identity: Insights from Italian Companies*
- *Mario Rizzo (Niccolò Cusano University), Simonetta Pattuglia (University of Rome Tor Vergata), Francesco Longarini (Niccolò Cusano University), Nicola Leone (University of Rome Tor Vergata): Corporate management, brand reputation, and social influence on stakeholders and communities*
- *Francesca Iandolo, Antonio La Sala, Pietro Vito, Maria Virginia Sirolli (Sapienza University of Rome): Leaving Positive Footprints: Leveraging Corporate Heritage, Purpose, and Mind for Social Innovation in Italian Centenary Companies*
- *Vytautas Beniušis (Vilnius University), Paolo Brescia (Sapienza University of Rome): Corporate Heritage and Public Sector Organisations: An Explorative Study between Italy and Lithuania*
- *Monica Viñaras Abad, Juan Enrique González Vallés, Raquel Caerols Mateo (Complutense University of Madrid): Corporate heritage to celebrate a company centenary: “Miradas que comunican” from Telefónica*
- *Pavel Sidorenko Bautista (International University of La Rioja): The metaverse: an interactive virtual experience for corporate heritage communication with emerging audiences*

### Q Hall

#### Session 2 | **Corporate culture and responsibility**

*Chair: Josè Maria Herranz de la Casa (University of Castilla-La Mancha)*

- *Vittoria Ferrandino (University of Sannio), Serena Potito (Parthenope University of Naples): From philanthropy to business ethics: Romeyene Robert Ranieri’s role in the economy of an Italian region in the early 20th century*
- *Eleonora Carloni (Polytechnic of Milan): Mapping connections between corporate museums’ performance and sustainable development goals*
- *Jeong Nam Kim (University of Oklahoma): The Saint, The Martyr, The Accomplice, and The Masker: How Corporate Ethical Culture and Heritage Influence Employees in Ethical (Mis)Alignment with Their Organizations*
- *Marco Giampieretti (Padua University): Remake – Dialogues on the Circular Economy*
- *Zenona Ona Atkočiūnienė, Daiva Siudikienė, Ingrida Girnienė (Vilnius University): The role of communication in involving stakeholders in sustainability activities and the development of sustainable innovations*
- *Stefano Scarcella Prandstraller (Sapienza University of Rome): Social reporting from voluntary approach to EU mandatory regulation*

## G-H Hall

13h10 – 14h10 | **Lunch**

14h10 – 15h30 | **Parallel sessions**

## Pininfarina Hall

### Session 3 | **Company museums and industrial heritage**

*Chair: Pablo Gómez Iniesta* (Bologna University)

- *Romana Andò, Samuele Briatore* (Sapienza University of Rome): Reviving Fashion Heritage
- *Alessia Bellezza* (Sapienza University of Rome), *Ludovica Rossotti* (Marche Polytechnic University): Corporate Museums: A Case Study of a Railway Museum as a Tool for Heritage Preservation
- *Marco Montemaggi* (Museimpresa): Company Heritage & Company Lands, an Exchange of Mutual Value
- *Emanuele Di Faustino* (Nomisma): Industrial Tourism in Italy: size, characteristics, perception, and development opportunities
- *David Celetti* (University of Padua): The renovation of the “Bread factory No. 5 entitled to Vasilij Zotov”. Historical, architectural and socio-urban planning aspects
- *Francisco Cabezuelo-Lorenzo, José-Antonio López-Martín* (Complutense University of Madrid): Communicating the industrial heritage of Metro de Madrid: a successful Spanish case study
- *Sonia Aránzazu Ferruz González* (Comillas Pontifical University): Corporate museums and brand reputation. An analysis of corporate museums in Spain

## Q Hall

### Session 4 | **Corporate publishing, video and cultural narratives**

*Chair: Geraldina Roberti* (Sapienza University of Rome)

- *Daniele Pozzi* (LIUC Business University): Narrating Business through Cinema: Industrial Films in Italy between Heritage and Communication
- *Matteo Ciccognani* (University of Leicester): Crafting Alternative Geographies: Authorial Perspectives in Sponsored Film Representation
- *Costantino Coros* (author): Corporate cinema images tell the story of industry and society in Italy
- *Andrius Gudauskas* (Vilnius University): Audiovisual Narratives as a Means of Corporate Heritage and Social Impact: The Case of Vilnius University
- *Marcelino Elosua* (LID Editorial): Business biographies: they matter
- *Maria Elena Castore* (Federal University of Bahia): When Storytelling meets Industrial Tourism: from museums and corporate archives to local initiatives spread throughout Italy

## Pininfarina Hall

15h30 – 16h00 | **Conclusions and future perspectives**

- Fulvio Ingrosso, Historical Archive-Library Confindustria
- Mauro Sarrica, Sapienza University of Rome
- Valentina Martino, Sapienza University of Rome, José Maria Herranz de la Casa, University of Castilla-La Mancha

**Scientific direction:**

- *José María Herranz de la Casa*, University of Castilla-La Mancha
- *Valentina Martino*, Sapienza University of Rome

**Scientific committee:**

- *Edoardo Currà*, Sapienza University of Rome
- *Fulvio Ingrosso*, Historical Archive-Library Confindustria
- *Barbara Mazza*, Sapienza University of Rome
- *María Teresa Mercado Saez*, University of Valencia
- *Maria Rosaria Napolitano*, Parthenope University of Naples
- *Daniele Pozzi*, LIUC Business University
- *Angelo Riviezzo*, University of Sannio
- *Geraldina Roberti*, Sapienza University of Rome
- *Mats Urde*, Lund University

**Organizational committee:**

*Angelo Bardelloni, Valentina Martino, Paola Redente, Geraldina Roberti, Emanuela Scotto d'Antuono, Valeria Terranova* (BiblHuB Sapienza), *Fulvio Ingrosso* (Confindustria), *José María Herranz de la Casa* (University of Castilla-La Mancha), *Clemen D'Avanzo* (Parthenope University of Naples), *Pablo Gómez Iniesta* (Bologna University)