



UNIVERSITÀ

**LUM**

GIUSEPPE  
DEGENNARO

OXFORD DIALOGUE

# **Emerging Trends in Sustainability and Innovation**

## **Climate change, Lifestyle, and Human Resources**

### **Development**

International Conference Program  
14 – 15 and 16 September 2022



| Date                                                               | Time                                                               | Session                                                                                                                                                          | Participants                                                                                                                                                                                                                                                       |
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| <b>DAY 1</b><br><br>Wednesday<br>September -<br>Barialto Golf Club | 15:00-16:00<br>Hotel Club                                          | <b>Pickup and check-in at Hotel Club</b>                                                                                                                         | All OD Presenters                                                                                                                                                                                                                                                  |
|                                                                    | 16:00-16:30<br>Barialto Golf<br>Club at the<br>“Fireplace<br>Room” | <b>LUM and OD management and development meeting</b>                                                                                                             | <ul style="list-style-type: none"><li>• Prof. Emanuele Degennaro (LUM)</li><li>• Prof. Antonello Garzoni (LUM)</li><li>• Dr. Antonella Rago (LUM)</li><li>• Prof. Sung-jo Park (OD)</li><li>• Prof. Youngahe Chi (OD)</li><li>• 2 Assistant (LUM and OD)</li></ul> |
|                                                                    | 16:30-17:00<br>Barialto Golf<br>Club at<br>“Speech<br>Room”        | <b>Keynote Speech – start of work</b> <ul style="list-style-type: none"><li>• Prof. Antonello Garzoni (15 min.)</li><li>• Prof. Sung-jo Park (15 min.)</li></ul> | All Presenters                                                                                                                                                                                                                                                     |
|                                                                    | 17:00-18:00<br>Barialto Golf<br>Club at                            | <b>Exploring Innovation and University-Industry<br/>Cooperation: Round Table</b>                                                                                 | Chair: Prof. Giustina Secundo (LUM)                                                                                                                                                                                                                                |



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|                                                                                   | “Speech Room”                           | <ul style="list-style-type: none"><li>Giuseppe Ieva, Head of Portfolio &amp; Innovation, Lutech</li><li>Giorgio Scarpelli, CTO Chief Technology Office, NTT Data</li><li>Felice Vitulano, Director of Innovation, Marketing and Technology, Exprivia</li><li>Nicola Intini, former Bosch executive, CEO of Nicola Intini srl</li></ul>                                                                                                                                                                                                                                                                                                                                                          |                                      |
|                                                                                   | 18:00-20:00<br>Barialto Golf Club       | <b>Welcome Dinner</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | All Presenters                       |
| <b><u>DAY 2</u></b><br><br>Thursday 15<br>September - Rectorate<br>University LUM | 9:00-10.45<br>Aula magna 1<br>Rectorate | <b>Session 1: Philosophical and Ethical Perspectives in Sustainability and Innovation Issues</b><br><br><ol style="list-style-type: none"><li>Dr. AMSTUTZ, Galen (Institute of Buddhist Studies, Berkeley, formerly Harvard University, USA), <i>Reducing harms or promoting goods? Thoughts on epistemic humility and the next era in the history of human consumption</i> (20 min.)</li><li>Dr. CHI, Young-hae (University of Oxford, UK), <i>“How to work, live, and love deadly”: Towards a meta-ethical foundation of innovation through a ‘new’ understanding of death</i> (20 min.)</li><li>Prof. DAVAASUREN, Batsukh - Dott. TSOLMON, Mashlai (Mongolian National University,</li></ol> | Chair: Prof. Antonello Garzoni (LUM) |



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|  |                                          | <p>Mongolia), <i>Study on Ethics and Etiquettes of Business Relationship in Mongolia</i> (20 min.) (In distance)</p> <ul style="list-style-type: none"><li>• Panel discussion, Q&amp;A (45 min.)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                                     |
|  | 10:45-11:00<br>Aula magna 1<br>Rectorate | <b>Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                     |
|  | 11:00-12:45<br>Aula magna 1<br>Rectorate | <p><b>Session 2: Knowledge Economy and University-Industry-Municipal Cooperation</b></p> <p>4. Dr. CHI, Young-hae (University of Oxford, UK), <i>How university, industry, and the city can grow in symbiosis - the case of Oxford University and the City of Oxford</i> (20 min.)</p> <p>5. Prof. PARK, Sung-jo (Freie Universität Berlin, Germany), <i>Widening Knowledge Gap through Multinationals' R/D Investments: Role of Universities</i> (20 min.)</p> <p>6. Prof. GARZONI, Antonello (University LUM, Bari, Italy), <i>Building up an Entrepreneurial University: "The LUM Case"</i> (20 min.)</p> <ul style="list-style-type: none"><li>• Panel discussion, Q&amp;A (45 min.)</li></ul> | Chair: Prof. Giustina Secundo (LUM) |



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|  | 12:45-13:10<br>New Campus<br>University<br>LUM | <b>Tour New Campus</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | Oxford Dialogue Members and<br>Presenters |
|  | 13:10-14:15<br>Berialto Golf<br>Club           | <b>Lunch</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | All Presenters                            |
|  | 14:15-16:00<br>Aula magna 1<br>Rectorate       | <b>Session 3: Innovation Through Globalization,<br/>Localization and Regional Integration</b><br><br>7. Prof. BANO, Sayeeda (University of Waikato Hamilton,<br>New Zealand) & Prof TABBADA, Jose (SERDEF - Small<br>Enterprise Research and Development Foundation and<br>formerly University of the Philippines), <i>The Regional<br/>Comprehensive Economic Partnership Agreement (RCEP): Status,<br/>Issues and Prospects of Regional Integration in East Asia and the<br/>Pacific</i> (20 min.) (In distance)<br><br>8. Prof. NEVES, Miguel S. (University Autónoma de<br>Lisboa, Portugal), <i>Knowledge Regions, glocalisation and social<br/>innovation: towards a comprehensive approach to innovation</i> (20<br>min.)<br><br>9. Prof. TABBADA, Jose (SERDEF - Small Enterprise<br>Research and Development Foundation and formerly<br>University of the Philippines, the Philippines) & Prof.<br>BANO, Sayeeda (University of Waikato Hamilton, New<br>Zealand), <i>Comparing the performance of Asia-Pacific countries in<br/>Combating COVID-19</i> (20 min.) (In distance) | Chair: Dr. Chi (OD)                       |



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|  |                                                            | <ul style="list-style-type: none"><li>Panel discussion, Q&amp;A (45 min.)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                    |
|  | 14:15-16:00<br>Aula magna 2<br>Rectorate                   | <p><b>Session 4: Human Resources Development for Sustainability and Innovation</b></p> <p>10. Prof. HIRASAWA, Katsuhiko (Nihon University, Japan), <i>Re-examination of Human Resource Management in Japan: Towards reconstruction of theoretical framework on workers' integration in Japanese firms</i> (20 min.)</p> <p>11. Prof. MARRONE, Arcangelo - Dr. PONTRELLI, Vincenzo (University LUM, Bari, Italy), <i>A Weighted Approach To Human Capital Disclosure Through Integrated Report</i> (20 min.)</p> <p>12. Dr. RESULI, Vebina (University LUM, Bari, Italy), <i>The Impact of Employee Education On Sustainable Development Strategies In The EU</i> (20 min.)</p> <ul style="list-style-type: none"><li>Panel discussion, Q&amp;A (45 min.)</li></ul> | Chair: Prof. Filippo Vitolla (LUM) |
|  | 16:00-16:15<br>Aula magna 1 e<br>Aula magna 2<br>Rectorate | <b>Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |                                    |
|  | 16:15-18:00<br>Aula magna 1<br>Rectorate                   | <p><b>Session 5: Sustainable and Innovative approaches in Relationships with Customers</b></p> <p>13. Prof. MORRONE, Domenico - Dr. TARULLI, Annunziata (University LUM, Bari, Italy) - Dr.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Chair: Prof. Candida Bussoli (LUM) |



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|                                          |                                                                              | <p>SILVESTRI Raffaele (University Foggia, Foggia, Italy)<br/><i>Uncovering the travel habits of Italian Gen Z: a post-COVID-19 analysis</i> (15 min.)</p> <p>14. Dr. COLAMARTINO, Chiara - Dr. BARONE, Marco<br/>(University LUM, Bari, Italy), <i>Cooperative credit banks: the impact of digitalization on the proximity relationship with customers</i> (15 min.)</p> <p>15. Prof. SECUNDO, Giustina - Dr. BARILE, Domenica<br/>(University LUM, Bari, Italy), <i>Phygital Environments For Customer Experience 4.0: How Do They Impact On Retail Sustainability?</i> (15 min.)</p> <p>16. Prof. BUSSOLI, Candida - Dr. BARONE, Marco - Dr. CONTE, Danilo (University LUM, Bari, Italy), <i>A Survey On Customer Perceptions On Environmental And Social Practices In The Italian Banking Sector</i> (15 min.)</p> <ul style="list-style-type: none"><li>• Panel discussion, Q&amp;A (45 min.)</li></ul> |                                         |
| 16:15-18:00<br>Aula magna 2<br>Rectorate | <b>Session 6: New Management Paradigms for Sustainability and Innovation</b> | <p>17. Prof. RUSSO, Angeloantonio - Dr. SALLAKU, Karolina (University LUM, Bari, Italy), <i>Research Project: Exploring Social Media Washing and its impact on CSR</i> (20 min.)</p> <p>18. Prof. RAIMO, Nicola - Dr. RELLA, Angela (University LUM, Bari, Italy), <i>Waste Management Within Italian Municipalities: Efficiency Level And Its Drivers</i> (20 min.)</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    | Chair: Prof. Pasquale Del Vecchio (LUM) |



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|                                                                                         |                                                        | <p>19. Prof. DE TURI, Ivano - Dr. POSA, Michele (University LUM, Bari, Italy), <i>Understanding the Role of University-Firms Collaborations in Enhancing Business Model Innovation Capabilities through Outside-In Mechanisms: The Case of Open Challenge by Enterprise</i> (20 min.)</p> <ul style="list-style-type: none"> <li>Panel discussion, Q&amp;A (45 min.)</li> </ul>                                                                                                                              |                                                                                                                                                                                                                   |
|                                                                                         | 17:30-18:00                                            | <b>LUM and OD Administrators meeting</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <ul style="list-style-type: none"> <li>Prof. Emanuele Degannaro (LUM)</li> <li>Prof. Antonello Garzoni (LUM)</li> <li>Dr. Antonella Rago (LUM)</li> <li>Dr. Chi (OD)</li> <li>2 Assistant (LUM and OD)</li> </ul> |
|                                                                                         | 18:00-20:00                                            | <b>Dinner Polignano and Tour</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | All OD Presenters                                                                                                                                                                                                 |
| <p><b>DAY 3</b></p> <p>Friday 16 September</p> <p>Rectorate University LUM and Tour</p> | <p>9:00-10:45</p> <p>Aula magna 1</p> <p>Rectorate</p> | <p><b>Session 7: Sustainable Finance and Non-Financial Disclosure</b></p> <p>20. Prof. MARIANI, Massimo - Dr. FRASCATI, Domenico - Dr. D'ERCOLE, Francesco – Dr. BRANDONISIO, Antonia (University LUM, Bari, Italy), <i>Feeling better by doing better: exploring the persistence of Green Premium</i> (15 min.)</p> <p>21. Prof. VITOLLA, Filippo - Dr. L'ABATE, Vitiana (University LUM, Bari, Italy), <i>The determinants of sustainability disclosure in the European airport industry</i> (15 min.)</p> | <p>Chair: Prof. Michele Rubino (LUM)</p>                                                                                                                                                                          |



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|  |                                          | <p>22. Prof. TOMA, Pierluigi - Dr. DIPIERRO, Anna Rita (University LUM, Bari, Italy), <i>A Machine Learning Approach to ESG-Controversies' Features in Banks: Features Importance Technique</i> (15 min.)</p> <p>23. Prof. BUSSOLI, Candida – Prof. FATTOBENE, Lucrezia – Dr. EL ASSAL, Saida – Dr. GRAZIANO, Elvira Anna (University LUM, Bari, Italy), <i>Gender Gap And Equity Crowdfunding Platforms</i> (15 min.)</p> <ul style="list-style-type: none"><li>• Panel discussion, Q&amp;A (45 min.)</li></ul> |                                                     |
|  | 10:45-11:00<br>Aula magna 1<br>Rectorate | <b>Break</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                     |
|  | 11:00-12:45<br>Aula magna 1<br>Rectorate | <b>Plenary Session</b> <ul style="list-style-type: none"><li>• Summary of the sessions by the Chairs (10 min x 7 = 70 min.)</li><li>• “Where to go from here,” Discussion for the future direction (25 min.)</li></ul>                                                                                                                                                                                                                                                                                           | Chair: Prof. Angeloantonio Russo (LUM)              |
|  | 12:45-13:00                              | <b>Closing Remarks</b> <ul style="list-style-type: none"><li>• LUM, Prof. DEGENNARO, Emanuele (5 min.)</li><li>• LUM, Prof. GARZONI, Antonello (5 min.)</li><li>• OD, Prof. NEVES, Miguel (5 min.)</li></ul>                                                                                                                                                                                                                                                                                                     | LUM, President<br>LUM, Rector<br>OD, Vice-President |



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## OXFORD DIALOGUE

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|                       | 13:00-14:30<br>Bariato Golf<br>Club | <b>Lunch at Bariato Golf Club</b>   | All Presenters    |
|                       | 14:30-17:30<br>Tour                 | <b>Group City Tour Alberobello</b>  | All OD Presenters |
| Saturday 17 September | 9:00 AM<br>Checkout -<br>Hotel Club | <b>Participants Hotel check-out</b> |                   |