



HOSTED BY



UNIVERSITY OF NAPLES
PARTHENOPE

11TH "ENTERYNG" WORKSHOP
(ENTrepreneurship Research workshop for YouNG scholars)

29-30 May 2025
University of Naples
Parthenope

Sede Centrale
Via Ferdinando Acton 38,
Naples

PATRONAGE

Doctoral program in [Applied Economics and Management](#)
Doctoral program in [Technology and Innovation Management](#)

PARTNERSHIPS



WORKSHOP DESCRIPTION

The ENTERYNG Workshop “ENTreprenEurship Research workshop for YouNG scholars” (formerly known as AEM-TIM workshop and DREAMT-CYFE workshop) is organized by the University of Naples Parthenope, the University of Naples Federico II, the University of Bergamo, and the University of Pavia. It represents an opportunity for PhD students and early-career scholars to discuss their research collecting constructive feedback from a dedicated group of scholars who have been involved with the workshop over the years.

Beyond fostering fruitful discussions, the workshop also aims to build an international community of emerging researchers focused on entrepreneurship, innovation, international entrepreneurship and family business, while connecting them with experienced, senior academics. Participants will benefit not only from feedback on their working papers, but also professional development keynotes delivered by internationally renowned scholars. These sessions are designed at encouraging deep reflections on personal research and career trajectories while offering practical advice on conducting impactful research.

The 11th edition is hosted by the University of Naples Parthenope and University of Naples Federico II. This year the workshop also features two dedicated sessions related to two PRIN projects funded by the Italian Ministry of Education:

1. The session entitled “Sustainable Innovation Ecosystems” includes working papers related to the PRIN project INSPIRE - “Digital INnovation EcoSystem DeveloPment for the CIRcular Economy: the startups' perspective” (E53D23016450001). INSPIRE is a joint project of the University of Naples Parthenope, LUM University, University of Parma, University of Calabria.
2. The session entitled “University-Based Entrepreneurship” includes working papers related to PRIN project IEES - “Institutions, Education and Entrepreneurship Studies: a Novel Perspective on University Impact” (F53D23003040006). IEES is a joint project of the University of Bergamo, University of Bologna, Politecnico di Milano, Politecnico di Torino.

WORKSHOP TRACKS

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|--------------------------|--|
| Parallel Track 1A and 2A | Digitalization |
| Parallel Track 1B and 3A | Green Entrepreneurship |
| Parallel Track 1C | PRIN INSPIRE – Sustainable Innovation Ecosystems |
| Parallel Track 2B and 4B | PRIN IEES - University-Based Entrepreneurship |
| Parallel Track 2C and 4A | Entrepreneurship and Innovation |
| Parallel Track 3B | International Business |

WORKSHOP ORGANIZERS

Ivana Quinto, University of Naples Parthenope
Pierluigi Rippa, University of Naples Federico II
Davide Hahn, University of Bergamo
Tommaso Minola, University of Bergamo
Giovanna Magnani, University of Pavia
Antonella Zucchella, University of Pavia

WORKSHOP PROGRAM

Thursday, 29th May 2025

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| 12:30 - 14:00 | Registration and Welcome Refreshment (Aula Matilde Serao) |
| 14:00 - 14:10 | Welcome and Opening (Aula Matilde Serao) Ivana Quinto and Pierluigi Rippa <i>Parthenope University and Federico II University</i> |
| 14:10 - 15:30 | Keynote Speakers (Aula Matilde Serao) Francesco Schiavone <i>Parthenope University</i> How to FAIL your Submission for TIM journal Roberto Parente <i>University of Salerno</i> Teaching and Researching Entrepreneurship in a changing University |
| 15:30 - 16:30 | 1A: Digitalization 1B: Green Entrepreneurship 1C: PRIN INSPIRE – Sustainable Innovation Ecosystem |
| 16:30 - 16:50 | Coffee Break |
| 16:50 - 17:50 | 2A: Digitalization 2B: PRIN IEES – University-based Entrepreneurship 2C: Entrepreneurship & Innovation |
| 17:50 | Closing (Aula Matilde Serao) |

**Social Dinner at “*Taverna Spettacoli VIC’ STREET*”
(8PM, via Giuseppe Martucci , 44 - Napoli)**

Friday, 30th May 2025

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| 9:00 - 9:15 | Welcome and Opening (Aula Matilde Serao) |
| 9:15 - 10:35 | Keynote Speakers (Aula Matilde Serao) Silvia Costa <i>University of Groningen</i> Conducting Experiments in Entrepreneurship Research: Challenges and Opportunities David Urbano <i>University of Barcelona</i> Institution and Entrepreneurship: an intimate relationship |
| 10:35 - 11:35 | 3A: Green Entrepreneurship 3B: PRIN IEES: University-based Entrepreneurial |
| 11:35 - 11:55 | Coffee Break |
| 11:55 - 12:55 | 4A: Entrepreneurship & Innovation 4B: International Business |
| 13:00 | Closing (Aula Matilde Serao) |

Venue: University of Naples Parthenope
via Ammiraglio Ferdinando Acton, 38, 80133, Naples

Information about *How to arrive* and *Hotels* are available at this link:

https://www.fuorirotaeventi.com/11th-enteryng-workshop-enteryngworkshop?lang=en

Organizers are available at enteryngworkshop@gmail.com for assistance. This contact is also available for scholars who are not presenting a paper but would like to join the workshop.

Information for PRESENTERS, DISCUSSANTS and CHAIRS

In the spirit of the ENTERYNG Paper Development Workshop, we invite all participants to take part in discussions with constructive feedback to the presenters.

However, we ask to abide to the following timing for logistics purposes:

- For extended abstracts (EA), authors will have 15 minutes to present and 10 minutes to received feedback from the assigned discussant;
- For full papers (FP), authors will have 15 minutes to present and 15 minutes to receive feedback from the assigned discussant.

We kindly request Chairs to be attentive to time management in order to ensure the proper timing of the sessions

DETAILED PROGRAM

* (EA)= Extended Abstract, (FP)= Full Paper

Thursday, 29th May 2025

15:30-16:30 Parallel Track 1A: Digitalization

Chair: Pierluigi Rippa, *University of Naples Federico II*

15:30-15:55 *"A systematic literature review on GenAI through the lens of corporate sustainability"* (EA)
Reberto Cerchione, **Giuseppe Liccardo**, Renato Passaro
Discussant: Federica Sacco

15:55-16:25 *Business Intelligence for driving innovation: a case study of a global chemical firm"* (FP)
Roberto Cerchione, **Mariarosaria Morelli**, Renato Redondi
Discussant: Pierluigi Rippa

15:30-16:30 Parallel Track 1B: Green Entrepreneurship

Chair: Giovanna Magnani, *University of Pavia*

15:30-15:55 *"The Twin Transition as a Knowledge-Based Innovation Ecosystem: A Systematic Review"* (EA)
Reberto Cerchione, Renato Passaro, **Matteo Tavano**
Discussant: Simonetta Primario

15:55-16:20 *"Sustainability in Global Value Chains: International Entrepreneurs Sensemaking in the Manufacturing Industry"* (EA)
Nuo Wang
Discussant: Giovanna Magnani

15:30-16:30 Parallel Track 1C: PRIN INSPIRE – Sustainable Innovation Ecosystems

Chair: Ivana Quinto, *University of Naples Parthenope*

15:30-15:55 *"Rethinking Government Role in Entrepreneurial Ecosystems: Public Sector Organizations as Entrepreneurial Actors"* (EA)
Francesco Calza, **Erika Rescigno**
Discussant: Davide Hahn

15:55 -16:20 *"Sustainable Entrepreneurial Ecosystems as Complex Systems: the case of Italian Circular Start-ups"* (EA)
Roberto Cerchione, Renato Passaro, Ivana Quinto, **Viviana Sicardi**
Discussant: Simonetta Primario

16:50-17:50 Parallel Track 2A: Digitalization

Chair: Roger Strange, *University of Sussex*

16:50-17:15 *"The human-machine synergy in entrepreneurial decision-making: An Exploratory analysis"* (EA)
Anna Bastone, Annaluce Mandiello, Feederica Zeuli, Francesco Schiavone
Discussant: Silvia Costa

17:20-17:50 *"From global to local? Are Industry 4.0 technologies reshaping the GVCs?"* (FP)
Anahita Hedayat Zadeh, Giovanna Magnani, Valerio Veglio
Discussant: Roger Strange

16:50-17:50 Parallel Track 2B: PRIN IEES – University-based Entrepreneurial

Chair: Davide Hahn, *University of Bergamo*

16:50-17:20 *"How Entrepreneurial Universities Co-Create Programs with Industry Partners: Mechanisms for Enhancing Societal Impact"* (FP)
Lucía Rodríguez-Aceves, Tommaso Minola, Geraldina Silveyra-León, Ernesto Amorós
Discussant: Pierluigi Rippa

17:20-17:45 *"The Impact of Entrepreneurship Education and Entrepreneurship-oriented Training on Students' Digital Entrepreneurial Behavior in Higher Education Institutions in Algeria"* (EA)
Narimane Dris
Discussant: Davide Hahn

16:50-17:50 Parallel Track 2C: Entrepreneurship and Innovation

Chair: Antonella Zucchella, *University of Pavia*

16:50-17:15 *"Measuring Performance Driving Entrepreneurial Opportunities: An Exploratory Analysis"* (EA)
Annaluce Mandiello, Anna Bastone, **Giuseppina Marotta**, Francesco Schiavone
Discussant: Ivana Quinto

17:20-17:45 *"Exploring the added value of ChatGPT for research papers within Entrepreneurship"* (EA)
Sonja Bruins
Discussant: Carmine Passavanti

DETAILED PROGRAM

* (EA)= Extended Abstract, (FP)= Full Paper

Friday, 30th May 2025

10:35-11:35 Parallel Track 3A: Green entrepreneurship

Chair: Elisa Conz, University of Pavia

- 10.35-11.05 *"Assessing the Sustainability of Peer-to-Peer Sharing Platforms: A Holistic Evaluation Framework"* (FP)
Vincenzo Fiengo, Renato Passaro, Ivana Quinto
Discussant: Giovanna Magnani
- 11.05-11.35 *"Corporate Purpose in Family Firms: Drivers of Business Model Innovation"* (FP)
Andrea Buratti, Lucia Rodriguez-Aceves, Giovanna Campopiano, Tommaso Minola
Discussant: Elisa Conz

10:35-11:35 Parallel Track 3B: PRIN IEES - "University-based Entrepreneurial"

Chair: Davide Hahn, University of Bergamo

- 10.35-11.00 *"A Computational Lab to Design an Entrepreneurial Education Ecosystem"* (EA)
Carmine Passavanti, Simonetta Primario, Pierluigi Rippa
Discussant: Davide Hahn
- 11.00-11.30 *"Can University Entrepreneurial Ecosystem (UEE) and Innovation Ecosystem (IE) co-exist? The case of the University of Teramo (Unite) in the Vitality Ecosystem?"* (FP)
Miriam Giampietro, Daniela Mancini, **Claudia Perillo**
Discussant: Ivana Quinto

11:55-12:55 Parallel Track 4A: Entrepreneurship and Innovation

Chair: Pierluigi Rippa, *University of Naples Federico II*

11.55-12.20 *"Personal Values in Entrepreneurship: Unlocking the Entrepreneurial Mindset"*
Chiara Cannavale, **Nohaila Kartti**
Discussant: Gustavo Behling

12.20-12:45 *"Rethinking Entrepreneurial Mindsets: Concepts and Measuring of Individual Humane Entrepreneurial Orientation"* (EA)
Chiara Crudele, Rosangela Feola, Roberto Parente
Discussant: Lucia Rodriguez-Aceves

11:55-12:55 Parallel Track 4B: International Business

Chair: Antonella Zucchella, *University of Pavia*

11.55-12.25 *"Balancing Experiential and Analytical Cognition in International Opportunities: A Dual-Process View of Exploration and Exploitation"* (FP)
Gustavo Behling
Discussant: Antonella Zucchella

12.25-12.50 *"Branding the Past Across Borders: Corporate Heritage, Resilience, and SMEs Internationalization insights from the Amaro Montenegro case"* (EA)
Federica Sacco
Discussant: Elisa Conz