



Rielaborazione immagine dell'opera
Whispers Through My Soul. Artista Penny Hardy



Corporate Heritage Communication & Social Impact

International hybrid conference

November 6th, 2024 | 10h00 - 16h00
Confindustria | Viale dell'Astronomia, 30 | Rome



10h00 OPENING SESSION

Pininfarina Hall

INTRODUCTION: **Fulvio Ingrassio** | *Historical Archive-Library Confindustria*

Giovanna Ricuperati | *president Confindustria Bergamo, member of the Confindustria Cultura d'Impresa Technical Group*

Alberto Marinelli | *vice rector Sapienza University of Rome, dean Department of Communication and Social Research*

Josè Maria Herranz de la Casa | *dean School of Communication University of Castilla-La Mancha*

Edoardo Currà | *president Italian Association for Archaeological Industrial Heritage (AIPAI)*

Barbara Mazza | *Master degree in Organization and Marketing for Corporate Communication, Sapienza University of Rome (video message)*

Giampaolo Letta | *president Film Impresa*

Giacomo Campiotti | *director and screen writer*

Antonio Calabrò | *president Museimpresa (video message)*

11h00 ACTIVATING BRAND HERITAGE

INTRODUCTION: **Valentina Martino** | *Sapienza University of Rome*

KEYNOTE SPEECH: **Mats Urde** | *Lund University*

11h50 PARALLEL SESSIONS

Session 1 | Corporate heritage and communication

Pininfarina Hall

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 Risso, 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

Main Partner



Top Partner



Partner



Thanks to



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 | *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

Session 2 | Corporate culture and responsibility

Q Hall

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

13h10 Lunch

G-H Hall

14h10 PARALLEL SESSIONS

Session 3 | Company museums and industrial heritage

Pininfarina Hall

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 | *Padua University*
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

Session 4 | Corporate publishing, video and cultural narratives

Q Hall

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

15h30 CONCLUSIONS AND FUTURE PERSPECTIVES

Pininfarina Hall

Fulvio Ingrosso | *Historical Archive-Library Confindustria*

Mauro Sarrica | *Sapienza University of Rome*

Valentina Martino | *Sapienza University of Rome*

Josè Maria Herranz de la Casa | *University of Castilla-La Mancha*

Scientific direction

Josè Maria 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 | *Historical Archive-Library Confindustria*

Josè Maria Herranz de la Casa | *University of Castilla-La Mancha*

Clemen D'Avanzo | *Parthenope University of Naples*

Pablo Gómez Iniesta | *Bologna University*
