



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

**DISEI**  
DIPARTIMENTO DI  
SCIENZE PER L'ECONOMIA  
E L'IMPRESA

AREA  
INTERNATIONAL RELATIONS

**1<sup>st</sup> International Week**  
**Department of Economics and Management**  
**University of Florence**

**May 7-11, 2018**

**PROGRAMME**



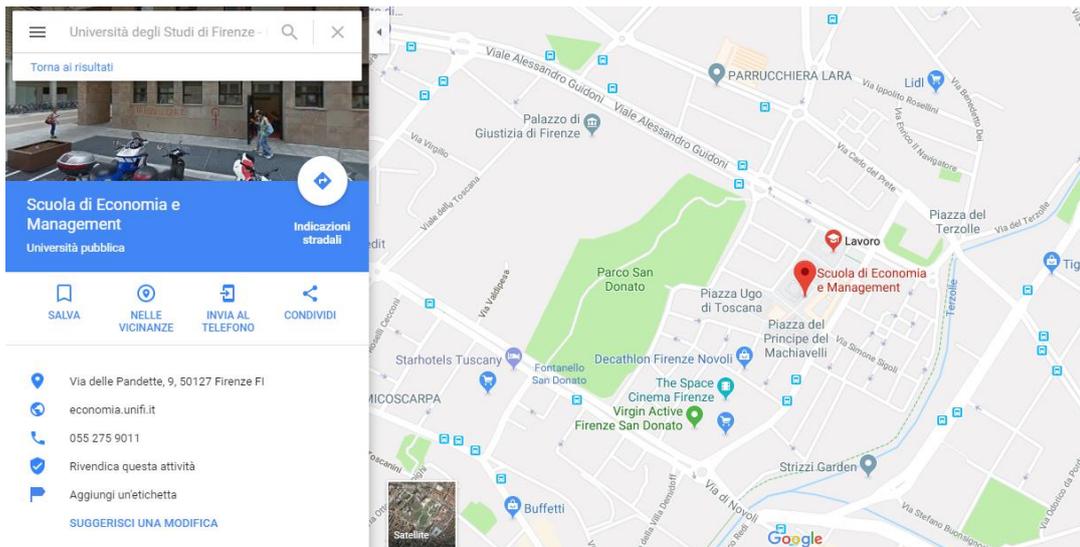
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- **School of Economics and Management International Office** (Monica Pirioni): [relint@economia.unifi.it](mailto:relint@economia.unifi.it)

## PROGRAMME

**Location:** Social Sciences Campus, Via delle Pandette 9, Building D6, 50127 Florence.

**Find it on Google maps:** [Department of Economics and Management - University of Florence](#)



### Monday, 7th May

**9.00-11.00h:** Registration of the participants at the Opening Session Room

**9.30-10.30h:** Opening Session - Room 1.05, Building D6, 1st floor

**18.00h:** Cocktail at College House (cocktail bar located in the Campus; <http://collegehouse.it/>) - *Reservation required – Only for visiting professors and host lecturers*

**9.00-19.30h:** Coworking space - Room **Melis**, Building D6, 1st floor

### Tuesday, 8th May

**9.00-11.00h:** Registration of the participants at the International Relations Office - Room 3.02, Building D15, 3rd Floor; Monica Pirioni

**14.30-16.30h:** Erasmus event for students – Room 0.03, Building D5, Ground floor

**9.00-19.30h:** Coworking space - Room **Melis**, Building D6, 1st floor



### Wednesday, 9th May

**9.00-11.00h:** Registration of the participants at the International Relations Office - Room 3.02, Building D15, 3rd Floor; Monica Pirioni

**14.30-16.30h:** Research seminars – Room Melis, Building D6, 1st floor

**9.00-19.30h:** Coworking space - Room **Bracco**, Building D6, 1st floor (*please note that this is a different room than the one that is available during the other days of the week*)

### Thursday, 10th May

**17.00-19.00h:** Guided walking tour in the city centre - **Meeting point at 17.00:** Piazza della Repubblica, under the archway in front of the Apple store (find it on [Google Maps](#)) – *Reservation required*

**19.30h:** Cocktail and light dinner @B-Roof Hotel Baglioni, Piazza dell'Unità Italiana, 6 Florence (<https://www.hotelbaglioni.it/en/bars-restaurants/b-roof>)- *Reservation required – Only for visiting professors and host lecturers*

**9.00-19.30h:** Coworking space - Room **Melis**, Building D6, 1st floor

### Friday, 11th May

**9.00-11.00h:** Certificates delivery at the International Relations Office - Room 3.02, Building D15, 3rd Floor; Monica Pirioni

**9.00-19.30h:** Coworking space - Room **Melis**, Building D6, 1st floor

#### **N.B.**

- **All buildings in the Campus close at 8.00 pm**
- **Wi-fi connection “Eduroam” available in all buildings of the campus.** Please contact the organizers if you need help.



**LECTURES' PROGRAMME**

Monday, May 7					
Schedule	Topic of the lecture	Visiting lecturer	Affiliation	Building, Room	Host lecturer
10.00-12.00	CEO compensation/Stock options	Axel H. Kind	University of Konstanz, Germany	Building D4, Room 113	Prof. Sara De Masi
12.00-14.00	Culture in international marketing	Tanja Kosowski	Kozminski University, Poland	Building D6, Room 006	Prof. Raffaele Donvito/Prof. Gaetano Aiello
14.30-16.30	The liberalization of rail transport in the European Union	Anna Urbanek	University of Economics in Katowice, Poland	Building D6, Room 007	Prof. Nicola Doni
16.00-18.00	Pricing options by Montecarlo simulation	Axel H. Kind	University of Konstanz, Germany	Building D4, Room 113	Prof. Maria Elvira Mancino

Tuesday, May 8					
Schedule	Topic of the lecture	Visiting lecturer	Affiliation	Building, Room	Host lecturer
10.00-12.00	Economic policies for internal areas	Santosh Mehrotra	Centre for Labour, School of Social Sciences, Jawaharlal Nehru University, India	Building D6, Room 014	Prof. Mario Biggeri
10.00-12.00	Irrational consumers and heuristics	Vito Tassiello	Liverpool Business School, UK	Building D6, Room 006	Prof. Raffaele Donvito/Prof. Gaetano Aiello
12.00-14.00	Indian economy at the cross-roads	Santosh Mehrotra	Centre for Labour, School of Social Sciences, Jawaharlal Nehru University, India	Building D5, Room 002	Prof. Mario Biggeri
12.00-14.00	Strategic alliances in the transport sector	Anna Urbanek	University of Economics in Katowice, Poland	Building D6, Room 007	Prof. Nicola Doni
12.00-13.30	Economic aspects of the obesity epidemic: patterns and economic rationale for market intervention	Giuseppe Nocella	University of Reading, UK	Building D5, Room 114	Prof. Giovanni Belletti
14.30-16.00	Economic aspects of the obesity epidemic: patterns and economic rationale for market intervention	Giuseppe Nocella	University of Reading, UK	Building D6, Room 110	Prof. Giovanni Belletti
14.30-16.30	Indian informal sector and wellbeing	Santosh Mehrotra	Centre for Labour, School of Social Sciences, Jawaharlal Nehru University, India	<i>To be defined</i>	Prof. Mario Biggeri
14.30-16.30	Savings and loans in today's world. How to participate in financial markets in safe way <i>(Workshop in Financial Law and European Banking and Capital Market Lab)</i>	Bożena Frączek	University of Economics in Katowice, Poland	Building D6, Room 014	Prof. Leonardo Bargigli - Prof. Filippo Zatti
16.30-18.30	Labour market issues in the Indian economy	Santosh Mehrotra	Centre for Labour, School of Social Sciences, Jawaharlal Nehru University, India	<i>To be defined</i>	Prof. Mario Biggeri



<b>Wednesday, May 9</b>					
<b>Schedule</b>	<b>Topic of the lecture</b>	<b>Visiting lecturer</b>	<b>Affiliation</b>	<b>Building, Room</b>	<b>Host lecturer</b>
8.30-10.00	Conflict of interests in state-owned companies	Christophe Baekeland	Artesis Plantyn University College Antwerp, Belgium	Building D4, Room 113	Prof. Sara De Masi
8.30-10.00	Expected effects of Croatian accession to the EMU	Dražen Derado	University of Split, Croatia	Building D4, Room 112	Prof. Rossella Bardazzi
10.00-12.00	Pricing options by Montecarlo simulation	Axel H. Kind	University of Konstanz, Germany	Building D6, Room 007	Prof. Maria Elvira Mancino
12.00-14.00	The process of integration in the transport sector	Anna Urbanek	University of Economics in Katowice, Poland	Building D6, Room 007	Prof. Nicola Doni
12.00-14.00	Food consumption and health	Giuseppe Nocella	University of Reading, UK	Building D6, Room 013	Prof. Silvia Scaramuzzi/Prof. Andrea Marescotti
14.30-16.00	Adherence to WHO's nutrition recommendations	Giuseppe Nocella	University of Reading, UK	Building D6, Room 004	Prof. Silvia Scaramuzzi/Prof. Andrea Marescotti
14.30-16.00	Conventional monetary policy	Jusif Seiranov	Mykolas Romeris University, Lithuania	Building D6, Room 007	Prof. Federica Ielasi

<b>Thursday, May 10</b>					
<b>Schedule</b>	<b>Topic of the lecture</b>	<b>Visiting lecturer</b>	<b>Affiliation</b>	<b>Building, Room</b>	<b>Host lecturer</b>
10.00-12.00	ICT – an opportunity to remove barriers for transport integration?	Anna Urbanek	University of Economics in Katowice, Poland	Building D6, Room 007	Prof. Nicola Doni
10.00-12.00	Prospects of the EU enlargement into the South East Europe	Dražen Derado	University of Split, Croatia	Building D5, Room 111	Prof. Rossella Bardazzi
12.00-14.00	Non-conventional monetary policy	Jusif Seiranov	Mykolas Romeris University, Lithuania	Building D6, Room 106	Prof. Federica Ielasi
12.00-14.00	Development-induced displacement: the case of dam construction in Slovakia and Czech Republic	Natália Hlavová	University of Economics in Bratislava, Slovak Republic	Building D6, Room 001	Prof. Filippo Randelli
14.30-16.30	Savings and loans in today's world. How to participate in financial markets in safe way ( <i>Workshop on Quantitative Finance</i> )	Bożena Frączek	University of Economics in Katowice, Poland	Building D6, Room 014	Prof. Leonardo Bargigli - Prof. Filippo Zatti
14.30-16.30	Start-up in the digital economy	Branislav Zagoršek	University of Economics in Bratislava, Slovak Republic	Building D6, Room 110	Prof. Monica Faraoni
16.00-18.00	Consumer participation in sustainable finance	Ewa Wójcik	University of Economics in Katowice, Poland	Building D4, Room 105	Prof. Federica Ielasi



Friday, May 11					
Schedule	Topic of the lecture	Visiting lecturer	Affiliation	Building, Room	Host lecturer
10.00-12.00	The use of the Economic Value Added Model for evaluation of a company	Adam Jabłoński	WSB University in Poznań, Poland	Building D6, Room 105	Prof. Giovanni Liberatore/Prof. Francesco Mazzi
10.00-12.00	The impact of European Regulations on the insurance sector	Rudi Goris	University Colleges Leuven Limburg, Belgium	Building D6, Room 015	Prof. Filippo Zatti
12.00-14.00	Sustainable activities of financial institutions	Ewa Wójcik	University of Economics in Katowice, Poland	Building D4, Room 113	Prof. Federica Ielasi
12.00-14.00	Gentle introduction to graph theory	Dorota Koziół-Kaczorek	Warsaw University of Life Sciences - SGGW, Poland	Building D5, Room 002	Prof. Domenico Colucci



## RESEARCH SEMINARS' PROGRAMME

*Wednesday, 9th May, 14.30-16.30h – Building D6, 1st floor, Room Melis*

**Format: 30' presentation, 10' Q&A**

1. **Živilė Stankevičiūtė**, Kaunas University of Technology, Lithuania ([zivile.stankeviciute@ktu.lt](mailto:zivile.stankeviciute@ktu.lt))

Title of the seminar: **“Human-robot interaction”**

### **Abstract**

The Industry 4.0 with the emerging technologies (ET) affects job processes and work design. Future jobs will be more flexible (time and place), digital, connected and autonomous. However, in the debate about the possibilities of ET, their technical norms and standards, one of the most central aspects – the effects on employees, organizations, and work structures – has been often neglected. We still lack knowledge about the deeper implications of the ET: How ET will change work design in organizations? How does ET affect employees and their attitudinal and behavioral outcomes? How individual employees at different life and/or career stage may better adapt to the changes at work? How Human Resource Management may neutralize potential negative effects and demands of ET and ensure long-term employee well-being? These questions are highly relevant as the Industry 4.0 developments will have implications on millions of employees around the world and we still do not know how these implications will look like.

The objective of our research is to explore the effects of emerging technologies on work design, to identify individual factors related to adaptability to changes at work and to disclose the role of Human Resource Management in this relationship.

2. **Laçin Akyil**, Istanbul Arel University, Turkey ([lacinakyil@arel.edu.tr](mailto:lacinakyil@arel.edu.tr))

Title of the seminar: **“Turkey and European Union relations”**

### **Abstract**

Turkey has a candidate country since 2004 which apply at 1959 for a common member. Moreover Turkey is a member of Customs Union since 1995. From 1959 to 2018 Turkey and European Union relations sometimes positive and negative. Turkey is a developing country on the other hand it moves away from European Union because of politic dimension. Moreover European Union criticised Turkey about minority and human rights, I will mention Turkey and European Union history and some problems about human and minority rights.

3. **Berta Tubillejas Andrés**, University of Valencia, Spain ([berta.tubillejas@uv.es](mailto:berta.tubillejas@uv.es))

Title of the seminar: **“PLS model application in research”**

### **Abstract**

Dr. Berta Tubillejas Andrés got her PhD in marketing in 2015. Her current research is focused in the application of the Partial Least Square as an evolving approach to structural equation modeling in marketing. While research on the PLS-SEM method has gained momentum during the last decade, there are ample research opportunities on subjects such as multidimensional constructs and moderation in the models. PLS methodology offers several opportunities to publish in journals of impact as an alternative and distinctive for research.

The seminar presents work-in-progress in PLS for discussing and proposes to share experiences in PLS methodology.



**LIST OF ALL PARTICIPANTS - 1st International Week**, Department of Economics and Management, University of Florence

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