



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

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

AREA  
INTERNATIONAL RELATIONS

# 6<sup>th</sup> International Week Department of Economics and Management University of Florence

October 14-18, 2024

## PROGRAMME



### Contacts

- **International Relations** (Sara De Masi, Sara Lombardi, Simona Zambelli): [international.relations@disei.unifi.it](mailto:international.relations@disei.unifi.it)
- **School of Economics and Management International Office** (Monica Pirioni and Barbara Sabatini): [relint@economia.unifi.it](mailto:relint@economia.unifi.it)



## **Monday, October 14, 2024**

### **8.00-8.30h: Registration of the participants and welcome coffee**

*Building D6, First floor, Room Melis*

### **8.30-8.45h: Opening session**

Sara Lombardi & Sara De Masi (International Relations of the Department of Economics & Management).

Francesco Guidi Bruscoli (International Relations of the School of Economics & Management)

*Building D6, First floor, Room Melis*

### **8.45-11.00h: Round table – Introduce yourself**

This session will allow each participant to briefly introduce him/herself (10-15 minutes each presentation) by presenting his/her background, research interests, and anything else it might be useful to get to know each other and build new relationships.

The participants might prepare a ppt presentation. In that case, it is required to bring a USB stick.

**Moderator:** Sara Lombardi & Sara De Masi (International Relations of the Department of Economics & Management).

*Building D6, First floor, Room Melis*

**Afterwards, every participant is free to reach his/her own lecture's room, attend a lecture of any other International Week participant or remain in the coworking space.**

**8.00-19.00h: Co-working space - *Building D6, First floor, Room Melis***



## **Tuesday, October 15, 2024**

**8.00-14.00h:** Each participant should reach his/her own lecture's room or attend a lecture of any other International Week participant or remain in the coworking space.

**8.00-14.45h: Co-working space - Building D6, First floor, Room Bracco**

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**13.30-14.30h: Research seminar – Department of Economics & Management**

Regine Oexl (University of Florence): *“Economic Distress and Group Bias”*

*Building D6, First floor, Room Bracco*

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**15.00-17.00h: Research seminars – Management**

Format: 15' presentation plus 5-10' Q&A

**Moderator:** Francesco Capone (University of Florence)

Faculty members, PhD students, Post-doc fellows are welcome

*Building D6, First floor, Room Bracco*

1. **Yamen Koubaa**, IPAG Business School (France), *“Your attention please”: A review on what attention is and how it impacts multisensory features integration in advertising*

### **Abstract**

Advertising influences consumers' perceptions and behavior. Consumers integrate sensory Ads' features form perceptual judgements and make product-related decisions. Attention, a multifaceted psychological process, is pivotal in sensory feature integration and perception. Despite the complexity of the structure of the construct and the pivotal role attention plays in sensory features integration and subsequently on perception and behavior, sensory advertising often marginalized the concept and its effects. This review discusses attention and its mechanisms and how they relate to cognitive processing of Ads' multisensory features. It provides practical implications and recommendations on how attention should be considered, designed, activated and measured in sensory advertising.



2. **Petr Houdek**, Prague University of Economics and Business (Czech Republic), *Nudging in Organizations: How to Avoid Behavioral Interventions Being Just a Façade*

**Abstract**

The utilization of nudging—behavioral interventions aimed at influencing the actions of employees or clients—has gained traction in organizations due to its perceived universal efficacy and cost-effectiveness. However, this paper presents a critical view, arguing that the success of a nudge is significantly influenced by a specific context, challenging the notion of it being a universal solution for organizational behavior modification. This paper highlights three primary concerns: the absence of a comprehensive behavioral change framework; an overemphasis on immediate effects and ad hoc successes at the expense of changing deep-seated motivations, decision-making capabilities, or organizational processes; and a tendency among managers to rely on anecdotal beliefs rather than robust evidence. The paper offers a framework for understanding these challenges and proposes organizational policies (training of managers and continuous organizational experimentation) to implement effective nudging strategies. This framework's validity is supported by evidence from semi-structured interviews and focus group with industry professionals.

3. **Tanweer Ali**, Prague University of Economics and Business (Czech Republic), *Shifting Paradigms: The Evolution of Shareholder, Management, and Board Representations in 1980s and 1990s Corporate Governance Discourse*

**Abstract**

This presentation investigates the evolving representations of three pivotal groups in corporate governance—corporate shareholders, management, and boards of directors—during the transformative decades of the 1980s and 1990s. This period marks the ascension of shareholder value maximization as the dominant principle guiding corporate governance, with the United States as the focal point of this paradigm shift. Employing Discourse Historical Analysis, as formulated by Ruth Wodak and colleagues, this research scrutinizes selected speeches by SEC Commissioners from 1980 to 1999, supplemented by quantitative analyses of substantial corpora, including the complete collection of SEC Commissioner speeches and extensive samples from *The New York Times* and *The Wall Street Journal*. The findings reveal a consistently negative portrayal of corporate managers throughout the two decades, juxtaposed with increasingly favorable representations of boards of directors. The most notable transformation is observed in the depiction of shareholders. Initially, shareholders were portrayed as peripheral figures in corporate governance discourse. However, by the end of the 1990s, they had emerged as central actors, fundamentally reshaping the dialogue surrounding the role and nature of the corporation. This analysis underscores the dramatic shift in corporate governance discourse towards prioritizing shareholder interests. The enhanced status of shareholders, evolving from marginal participants to dominant stakeholders, signifies a profound change in corporate governance narratives, emphasizing shareholder primacy and often overshadowing broader stakeholder



considerations. The presentation concludes that this shift in representation not only reflects but also reinforces the ideology of shareholder value maximization, influencing corporate governance practices and policies in the United States during the late 20th century.

4. **Alexandre Del Valle**, IPAG Business School (France), *The challenge of the war and the economy, how the Russian economy overcame on the sanctions and achieved economical growth.*

**Abstract**

This is the period of a dual economic, financial and business challenge, for two key European countries, that has continued for two years. Russia has skilfully managed to overcome the blockade of sanctions and stably developed its economy, by reconverting the industrial and commercial system and the network of international financial network, faced the crisis of its export with Europe. Now Europe sees, in the eastern zone, two economies which have unexpected variables but which are part of the European economic trading and financial system. Is a Euro-Asian economy emerging?

5. **Zhuoying You**, KU Leuven (Belgium) & Bocconi University (Italy), *Specialization in climate technologies at the regional level in Europe: relatedness and the moderating role of policy direction*

**Abstract**

This study focuses on the influence of related and unrelated variety on specialization in climate change mitigation technologies on a regional level in Europe. We consider two dimensions of specialization: the degree of specialization and being specialized or not. We also investigate the moderating role of public policy direction towards climate change mitigation at regional, national, and EU regime level. Based on a fixed effect specification of patent data relating to climate technologies in 194 regions during the period 2008–2017, we find that related variety positively influences the degree of specialization in climate technologies, but only in regions with a low degree of specialization. We also report a weakening effect of national policy level environmental taxation and of the European Regional Development Fund for related variety. Regarding being specialized as a region in climate technologies, our study reveals a positive role played by unrelated variety and a negative moderating effect exerted by both national policy level environmental taxation and European Regional Development Fund policy support. We discuss implications for policymaking in the field of climate change mitigation technologies.





**15.00-17.00h: Research seminars – Economics**

Format: 20' presentation plus 5'-10 Q&A

**Moderator:** Annalisa Caloffi (University of Florence)

Faculty members, PhD students, Post-doc fellows are welcome

*Building D6, First floor, Room Melis*

6. **Thorsten Glück**, RheinMain University of Applied Sciences, *Systemic Risk of Commodity Traders*

**Abstract**

In this paper, we examine the disruptions to global commodity flows following the bankruptcy of a commodity trading firm. The physical commodity network is operated by a handful of large traders that are responsible for the timely delivery of raw materials and inputs to industrial production. We propose a model that simulates the resilience and response time of the network following a shock. Our results suggest that a number of commodity traders carry significant systemic risk. The forced removal of a trader from the network has considerable implications for the prices and availability of physical commodities over a period of 6 to 12 months.

7. **Marta Urbane**, Riga Stradiņš University (Latvia), *Redefining Telework: Navigating Legal Challenges and Opportunities for Fairness and Flexibility in the EU Digital Economy*

**Abstract**

In the context of a rapidly evolving digital economy and the transformative shift in work dynamics accelerated by the COVID-19 pandemic, this article examines the legal implications of defining and regulating decent telework within the European Union (EU). Telework, characterized by remote working environments and digital communication tools, presents unique challenges and opportunities in labor law and workplace regulation. This comprehensive analysis seeks to bridge the gap in current literature by outlining the necessity of a legal framework that ensures both flexibility and fairness in telework arrangements. The concept of "decent work," as promoted by international organizations like the International Labour Organization (ILO), underpins this analysis. Decent work encompasses fair wages, workplace security, social protection, and equal opportunities. Extending these principles to telework involves addressing the nuances of remote work settings, such as the right to disconnect, which safeguards workers from the encroachment of work into personal life, and ensuring that teleworkers receive comparable health and safety protections as those in traditional workplaces. Legal disparities across EU member states further complicate the uniform application of telework regulations. The article employs analytical and comparative research methodologies to scrutinize the existing legal frameworks at the EU level, notably the Framework Agreement on Telework (2002) and directives related to working time, health and safety, and non-discrimination. The analysis reveals that while the EU has made strides in integrating the principles of decent work into its legislative corpus, significant challenges remain in adapting these frameworks to the specifics of telework. Moreover, the article highlights the pivotal role of social dialogue in refining telework regulations.



Engaging employers, employees, and labor representatives in constructive dialogue is essential for crafting laws that reflect the realities of telework and uphold workers' rights. This collaborative approach is not only crucial for compliance but also for fostering a collective commitment to fair and productive telework practices. In the jurisprudence of the European Court of Justice (ECJ), while explicit references to telework are rare, the principles of decent work are often implicitly considered through interpretations of related directives. This legal perspective informs the broader discussion on how telework can be regulated to ensure it contributes positively to the labor market without compromising the quality of employment. The findings of this study are expected to influence EU policy-making, guiding the development of more comprehensive telework-specific regulations that balance the flexibility required by a digital economy with the fairness needed to protect workers. The potential for telework to enhance work-life balance, reduce environmental impacts, and promote inclusivity in the workforce is significant, yet realizing these benefits requires careful regulation and proactive adaptation of labor laws to new forms of work. In conclusion, as the EU continues to navigate the complexities of a digitized labor market, the article underscores the importance of research and policy development focused on ensuring that telework remains a decent, equitable, and sustainable form of employment. Future research should further explore the long-term impacts of telework on worker well-being and the broader economic implications, emphasizing the need for a balanced approach that accommodates both employer and employee needs while maintaining rigorous standards of worker protection.

8. **Libena Jarolimkova**, Paneuropean University (Czech Republic), *Timeless Pathways: The Transformation of Prague's Royal Route Over the Last 25 Years*

**Abstract**

The Royal Route in Prague, a historical path connecting the most important monuments of the city, has undergone significant changes over the last 25 years. This paper presents the results of long-term field research assessing the transformation of this iconic area. By analysing the shifts in the structure of services offered to visitors, we gain insights into how one of the most valuable structure historic districts in the world has changed over the past 25 years and whether the development of this area is sustainable.

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**17.00-18.00h: Cocktail**

*Building D6, First floor*

**Reservation required** – Only for participants in the International Week and host professors



**N.B.**

- a) In order to meet the Erasmus+ programme requirements, please note that each participant is expected to be involved in teaching within the assigned course(s) as well as to take part in the research seminar session.
- b) All buildings in the Campus close at 8.00 pm.
- c) Wi-fi connection “Eduroam” available in the campus. Please contact the organizers if you need help.
- d) Each participant has the opportunity to access our library during the week. You just need to inform the library desk by giving your name.
- e) The certificate of attendance will be sent by email after November 4, 2024.

**LIST OF PARTICIPANTS**

	<b>FAMILY NAME</b>	<b>NAME</b>	<b>AFFILIATION</b>	<b>EMAIL</b>
<b>1</b>	Ali	Tanweer	Prague University of Economics and Business	<a href="mailto:tanweer.ali@vse.cz">tanweer.ali@vse.cz</a>
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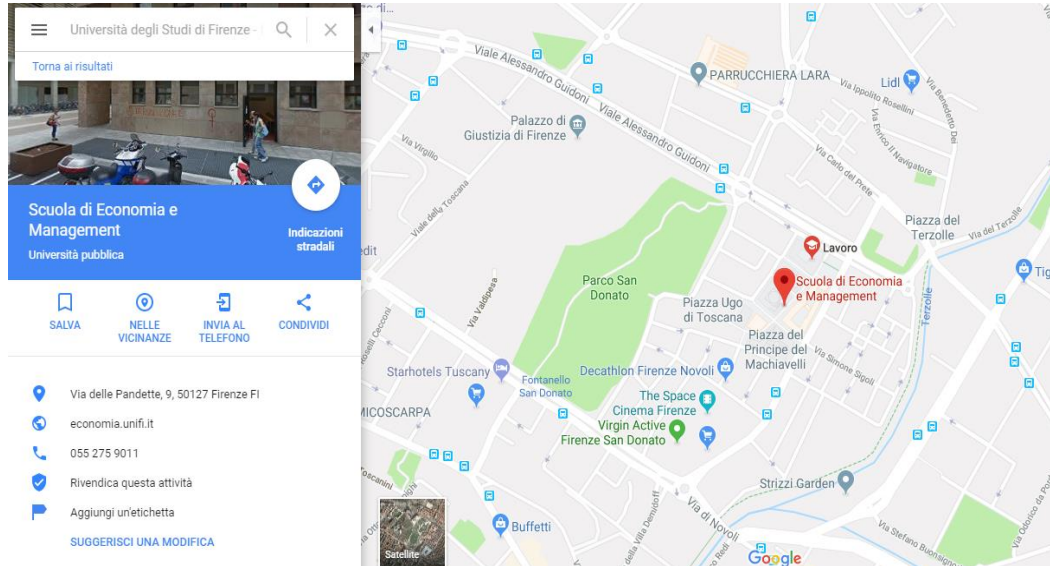




## LECTURES' PROGRAMME

Monday, October 14					
Schedule	Course	Visiting lecturer	Affiliation	Building/Room	Host lecturer
8.00-11.00	Introduction and presentations	ALL PARTECIPANTS		D6 Aula medis	see the program
10.30-12.00	Global Economy	Alexandre Del Valle	IPAG Business School	D6/016	Lapo Filistrucchi
Tuesday, October 15					
Schedule	Course	Visiting lecturer	Affiliation	Building, Room	Host lecturer
12.00-14.00	Global Economy	Alexandre Del Valle	IPAG Business School	D6/013	Lapo Filistrucchi
10.00-12.00	Urban and Environmental History	Libena Jarolimkova	Panuropean University	D5/002	Francesco Guidi Bruscoli
12.00-14.00	Urban and Environmental History	Libena Jarolimkova	Panuropean University	D5/002	Francesco Guidi Bruscoli
13.30-17.00	Research seminars			D6 Aula Medis & Aula Bracco	see the program
Wednesday, October 16					
Schedule	Course	Visiting lecturer	Affiliation	Building, Room	Host lecturer
12.00-14.00	Regulation and digital markets	Marta Urbane	Riga Stradiņš university	D5/002	Lapo Filistrucchi
14.00-16.00	Introduction to risk theory	Thorsten Glück	Rhein Main University of Applied Sciences	D5/002	Gianluca Iannucci
Thursday, October 17					
Schedule	Course	Visiting lecturer	Affiliation	Building, Room	Host lecturer
8.00-10.00	Introduction to risk theory	Thorsten Glück	Rhein Main University of Applied Sciences	D5/002	Gianluca Iannucci
12.00-14.00	Corporate Finance	Tanweer Ali	Prague University of Economics and Business	D6/004	Alessandro Giannozzi
12.00-14.00	Regulation and digital markets	Marta Urbane	Riga Stradiņš university	D6/014	Lapo Filistrucchi
14.00-16.00	Strategic Marketing	Yamen Koubaa	IPAG Business School	D6/014	Simone Guercini
14.00-16.00	Managing Consulting	Petr Houdek	Prague University of Economics and Business	D6/004	Francesco Ciampi
Friday, October 18					
Schedule	Course	Visiting lecturer	Affiliation	Building, Room	Host lecturer
8.00-10.00	Managing Consulting	Petr Houdek	Prague University of Economics and Business	D6/013	Francesco Ciampi
12.00-14.00	Corporate Finance	Tanweer Ali	Prague University of Economics and Business	D6/013	Alessandro Giannozzi
14.00-16.00	Management of Innovation; Social Innovation and CSR for sustainable firms	Zhuoying You	KU Leuven; Bocconi University	C1/002	Francesco Capone
16.00-18.00	Management of Innovation; Social Innovation and CSR for sustainable firms	Zhuoying You	KU Leuven; Bocconi University	C1/002	Francesco Capone
16.00-18.00	Strategic Marketing	Yamen Koubaa	IPAG Business School	D6/014	Simone Guercini

## HOW TO FIND US



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

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

**How to reach us from the city center** (find below two among the best options available):

### Option 1

- Take **Tram T2** from Firenze Santa Maria Novella central train station (both tram stops “Unità” and “Alamanni-Stazione” are fine)
- Get off at tram stop “**San Donato - Università**”
- Walk 6 minutes to the Social Sciences Campus, Via delle Pandette 9

### Option 2

- Take **Bus n. 23** from Firenze Santa Maria Novella central train station (both bus stops “Stazione Scalette” and “Scala Orti Oricellari” are fine)
- Get off at bus stop “**Del Prete Terzolle**”
- Walk 6 minutes to the Social Sciences Campus, Via delle Pandette 9

**More information** on possible routes can be found on:

- the [Autolinee Toscane website](#); they have also an [App “At bus”](#), but no English version is available so far
- [Moovit](#) website or App (available also in English), but this option is usually less reliable



## ACCOMMODATION AND PRACTICAL INFORMATION

If you need an accommodation, have a look at these links:

- <https://www.destinationflorence.com/>
- <https://www.unifi.it/index.php?module=CMpro&func=viewpage&pageid=10832&newlang=eng>
- <https://housinganywhere.com/s/Florence--Italy>

### Practical information

- <https://www.visitflorence.com/tourist-info/>

### How to get to Florence

#### *By plane*

The easiest way to get to Florence is to fly to Florence Airport (Florence Peretola-Amerigo Vespucci Airport; located 4 km from the city centre) or to Pisa International Airport (Galileo Galilei Airport), located about 80 km west of Tuscany's capital.

#### *From Pisa Airport to Florence city centre:*

Find here the information you need: <https://www.visittuscany.com/en/ideas/how-to-reach-florence-from-pisa-airport/>

#### *From Florence Airport to the city centre:*

The best option is to take the new tram line (T2) which gets to the heart of the city (tram stop "Unità"). Alternative options are private transfers and taxi.

### Lunch in the campus

You might want to consider the following options (all of them are walking distance from the campus):

- *Buffet lunch at [Hilton Hotel](#)*
- *College House: [Google maps](#) - <http://collegehouse.it/>. Pasta, salads, meat available*
- *S'impasta: [Google maps](#) – Home-made Italian pasta*
- *Capatoast: [Google maps](#) – Wide variety of sandwiches*
- *Fish & Family: [Google maps](#) – Wide variety of fish-based dishes*
- *Pokéria by NIMA: [Google maps](#) – Wide variety of poke salads*
- *Rosalia Salad Gourmet: [Google maps](#) – Salads, wraps, vegetarian and vegan street food*

## CONTACTS

International Relations DISEI: [international.relations@disei.unifi.it](mailto:international.relations@disei.unifi.it)

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