

## **Presentation of research findings at conferences**

1. Balzano M., Romanello R., Vianelli D., Reardon J. (2025). Strategic Framing of Sustainability Communication: Evaluating the Impact on Corporate Reputation, Short paper, SIMA Conference, Università di Genova, 12-13 giugno.
2. Cedrola, E., Giovannetti, M., Li Pomi, G.G. & Masè, S. (2026). Blockchain-Enabled Sustainability Communication: The Interplay of Emotional and Rational Consumer Responses. International Marketing Trends Conference, Berlin, 16-17 January 2026.
3. Cunico P., Romanello R., Vianelli D. (2024). “Communicating sustainability in digital contexts: the case of natural wine distributors.” Short paper - SIMA Conference 2024, University of Parma, 13-14 giugno 2024.
4. Cunico P., Romanello R., Vianelli D., Finotto V. (2024). “Unity is Strength: the co-creation behind natural wine distributor brands”. Short paper - SIM Conference – IULM, Milano, 17-19 ottobre 2024
5. Cunico P., Vianelli D., Romanello R. (2023) “The certifying role of distributors in the natural wine market.”, Extended Abstract, In SIM conference proceeding, “Marketing per il benessere, la salute e la cura”, 20-21 Ottobre 2023, Università di Firenze. ISBN 978-88-947829-0-5
6. Guercini, S., Milanese, M., Monteverde, G., & Runfola, A. (2024). The (under) communication of sustainability in digital environments: An empirical investigation. XXI Società Italiana Marketing (SIM) Conference 2024, Milan, 17-19 October.
7. Guercini, S., Milanese, M., Monteverde, G., & Runfola, A. (2024). B2B branding and digital communication: The case of sustainable fashion suppliers. Global Alliance of Marketing & Management Associations (GAMMA) - Global Fashion Management Conference 2024, Milan, 11-14 July.
8. Guercini, S., Milanese, M., Monteverde, G., & Runfola, A. (2024). On the intersection between sustainability and digital communication: Looking back and moving forward through a marketing perspective. Società Italiana Management (SIMA) Conference 2024, Parma, 13 14 June.

9. Hilmersson, M., Runfola, A., Milanese, M., & Guercini, S. (2024). Rethinking insidership in internationalization: asset or liability?, 2-6 July, AIB Annual Meeting 2024 (Seoul).
10. Hinterhuber, A. (2024), Entrepreneurial orientation in sales managers – blessing or curse?, *8th Biennial Enhancing Sales Force Productivity Conference*, Hautamäki, Pia, Convegno: Enhancing Sales Force Productivity Conference, 20-22 May
11. Hinterhuber, A. (2025) The sales manager as entrepreneur– a blessing or a curse? AI beyond the frontiers of technology and knowledge, Del Val Nunez, M., Conference presentation, *22nd Academy of innovation, entrepreneurship, and knowledge (ACIEK) conference*, June 18-20.
12. Hinterhuber, A., Khan, O. (2024), Breaking bad: Antecedents and performance consequences of unethical negotiation behavior in sales, *8th Biennial Enhancing the Sales Force Productivity Conference*, Tampere, Tampere University of Applied Sciences, Convegno: 8th Biennial Enhancing the Sales Force Productivity Conference, 20-22 May
13. Khan, O., & Hinterhuber, A. (2024). Antecedents of Sustainable Procurement: A Theory of Planned Behavior Perspective. *3rd Australian Conference on Industrial Engineering and Operations Management (IEOM)-*
14. Khan, O., Hinterhuber, A. (2024), Personality Traits for Implementing Sustainable Procurement, 5th International Conference on Strategies toward Green Deal Implementation: Water, Raw Materials & Energy in Green Transition, Kraków, Mineral and Energy Economy Research Institute, Polish Academy of Sciences, pp. 245-245, *5th International Conference on Strategies toward Green Deal Implementation: Water, Raw Materials & Energy in Green Transition*, 29/11/2024.
15. Matarazzo M., Hofacker C., Guercini S., Ranfagni S., Teerakapibal S. (2025). Social and technological drivers in transformative advertising: Exploring individual and collective impacts of femvertising campaigns, CiMar Conference, 19-22 May, Pavia. ISBN: 978-88-907861-1-2.

16. Matarazzo M., Ranfagni S., Guercini S. (2024) "Shattering Misperception: The Power of Celebrities Femvertising on Youtube", American Marketing Association Global Marketing SIG, May 24-27, Verona.
17. Matarazzo M., Ranfagni S., Guercini S. (2024). Cyber echoes to celebrity femvertising on youtube: the case of prada paradoxe. Global Fashion Management Conference, 11-14 July, Milan.
18. Monteverde, G., Runfola, A., & Guercini, S. (2025). Delving into the international dimension of activist entrepreneurship in fashion. Società Italiana Management (SIMA) Conference 2025, Genoa, 12-13 June, ISBN 978-88-94-7136-7-1.
19. Pegan G., Balzano M. (2024). "Driving user stickiness in digital markets: atmospheric and priming effects in sustainable fashion apps". SIM Conference, 17-18 ottobre 2024.
20. Pegan G., Ranfagni G. (2025). "Choose and reject: emotional framing in sustainable consumption – A qualitative perspective. SIM Conference 2025 Proceedings, 10-12 settembre 2025.
21. Romanello R., Balzano M., Vianelli D., Reardon J. (2025). "Does message framing influence corporate sustainability reputation?", in CIMAR conference proceeding "CIMaR 2025: 32nd Annual Conference, Professional Development Workshop & Business", 19-21 Maggio.
22. Romanello R., Vianelli D. (2024). "Unveiling the nexus between corporate sustainability and digital communication." Abstract, Management International Conference - University of Trento, 5-7 giugno 2024.
23. Runfola, A., Milanesi, M., Monteverde, G., & Guercini, S. (2024). Exploring the motivations that hinder communication of sustainability in digital channels. Findings from Italian case studies. Second Workshop Annuale 2024 del Dipartimento di Economia (WADE) - University of Perugia, Perugia, 4-5 November.

24. Runfola, A., Monteverde, G., & Guercini, S. (2024). Sustainable innovations in business-to business at the crossroad: Issues and paradoxes in the fashion industry. Industrial Marketing and Purchasing (IMP) Forum Seminar 2024, Urbino, 6-7 June.

**Media mentions:**

- Financial Times: 31/3/2025: “Corporate buyers still fall for green marketing puff, study finds”

<https://www.ft.com/content/b4626565-af92-4e64-8fb0-c1b14e3f9b54>

- Reuters: 10/11/2025: “Even purchasing managers fall for greenwash. Here’s what to do about it”

<https://www.reuters.com/sustainability/boards-policy-regulation/even-purchasing-managers-fall-greenwash-heres-what-do-about-it--ecmii-2025-11-10/>