

**“COMMUNICATING COMPANIES’ SUPPLY CHAIN SUSTAINABILITY
PRACTICES IN A DIGITAL ENVIRONMENT”**

**N. PRIN 2022LHHLWM
CUP B53D23010060006**

**University of Florence
Novoli Campus, Via delle Pandette 9, Room D15/0.05
Florence, 30 January 2026**

CONFERENCE PROGRAMME

9:30–10:00

Participant registration

10:00

Institutional greetings – Prof. Maria Elvira Mancino, Head of the Department of Economics and Business

10:05

Communicating companies supply chain sustainability practices in a digital environment: An introduction to the research results

Guercini S. (University of Florence)

10:20–10:40

Driving sustainable supply chain value through business relationships

Runfola A., Splendiani S. (University of Perugia); Perna A. (Polytechnic University of Marche)

10:40–11:00

Corporate sustainability, brand reputation and effective communication strategies to consumers in digital environment.

Vianelli D., Balzano M., de Luca P., Marinelli C., Pegan G., Romanello R. (University of Trieste)

11:00–11:20

Green hushing: the under communication of sustainability. Promoting positive social message through digital femvertising.

Guercini S., Milanesi M., Monteverde G., Ranfagni S. (University of Florence), Matarazzo M. (Guglielmo Marconi University)

11:20–11:40

Willingness to pay for sustainability in B2B.

Hiterhuber A. (University of Venice), Khan O. (Aalto University), Signori P. (University of Verona)

11:40–12:00

Face coding as a support for business research activities and for effectiveness of corporate communication.

Cedrola E., Battaglia L., Epasto S., Giovannetti M., Li Pomi G., Silvestrelli P. (University of Macerata); Giraldi L. (University of Turin)

12:00

Roundtable discussion with industry representatives:

Matteo Mantellassi (Manteco)

Stefano Scardocchia (Banfi)

Ferdinando Borgese (Kedrion)

Michele Giordano (KPMG)

12:40-13:00

Discussion and debate

13:00

Closing of the event and lunch