



Università degli Studi di Cagliari

We cordially invite you to attend, on Wednesday 24 and Thursday 25 2017, the conference

Humanistic Management for Small and Medium Business. Innovation and Legitimacy as Levers of Resilience

that will take place in the *Aula Magna "Maria Lai"* – Via Nicolodi, 102

Program

Wednesday 24 May 2017

- 13:30 – 14:00 Registration/Welcome Coffee
14:00 – 14:15 **Welcome address**
Alessandra Carucci, Vice-Rector for Internationalization, University of Cagliari
Paolo Mattana, Director, Department of Economics and Business Science
Stefano Usai, President, Faculty of Economics, Law and Political Sciences
Michael Andreas Pirson, Professor, Fordham University, Founding Partner of the Humanistic Management Network
14:15 – 15:15 **Michael Andreas Pirson**, Professor, Fordham University
Humanistic Management: Protecting Dignity and Promoting Well Being
Barbara Argiolas, Councilor for Tourism, Crafts and Commerce, Sardinia Region
Regional Policy for small and medium-sized enterprises
15:15 – 16:15 **Panel discussion**
Moderator:
Mario Cioffi, General Manager, Cormoran Hotel
Panelists:
Maria Della Lucia, Professor, University of Trento
That's another story: learning labs
Mario Mariani,
Accelerating digital business in an economically disadvantaged area: The Net Value case
16:15 – 17:00 *Coffee break*
17:00 – 18:00 **Discussion World Cafè Style**
18:00 – 18:30 **Conclusion**

Thursday 25 May 2017

- 8:30 – 9:00 Registration/Light breakfast
9:00 – 9:15 Welcome and reflection on first day
9:15 – 9:40 **Gesuino Vardeu**, Chief Financial Officer, Remosa SpA
Building trust in organizations to drive and accelerate the growth
9:40 – 10:40 **Panel discussion**
Moderator:
Francesca Cabiddu, Professor, University of Cagliari
Panelists:
Luisa Varriale, Professor, University Parthenope, Naples
Humanism in business: "Humanistic training" as the way forward?
Alessandra Tore, Gea ambiente e Turismo, Vice President
We need a vision ...
10:40 – 11:10 Coffee break
11:10 – 12:10 Discussion
International Management students present their contributions
12:10 – 13:00 **Closing comments**