

THE INTERNATIONAL CONFERENCE ON **CORPORATE & BRAND HERITAGE**

FRIDAY
FEBRUARY 27
2026

Villa Doria d'Angri
Via F. Petrarca, 80
80123 Napoli NA

PROGRAM

14:00 - 15:00 / ROOM 1

**Plenary Session
/ KEYNOTE SPEAKERS**

Mats Urde

Lund University (Sweden)



Fabien Pecot

Toulouse Business School (France)



Michael Rowlinson

University of Exeter Business School (England)



CHAIR:

Angelo Riviezzo / *Università degli Studi del Sannio, Benevento*

15:15 - 17:15

Parallel Sessions

17:15 - 17:30

Closing Session

CHAIRS:

Maria Rosaria Napolitano / *Università degli studi di Napoli Parthenope*

Alessandro De Nisco / *Università degli studi Internazionali di Roma, UNINT*

Under the patronage of:

- **Management History, a Division of the Academy of Management**
- **Società Italiana Marketing (SIM)**
- **Società Italiana di Management (SIMA)**
- **Leaving Footprints (spin-off of the University of Sannio and the University of Naples Parthenope)**

PARALLEL SESSIONS / 15:15 - 17:15

ROOM 1

CHAIR:

Mats Urde

SESSION 1:

Heritage, Governance and Stakeholder Engagement

AUTHORS

**Chiara Alemanno,
Cristina Bettinelli,
Giuseppe Pedeliento**

**Giorgia M. D'Allura,
Giovanna Battista Dagnino,
Federica Romano**

**Anna Scudellari,
Luigi Di Marco,
Sara Santambrogio**

**Paola Gioia,
Maria Rosaria Napolitano,
Cecilia Pasquinelli,
Angelo Riviezzo**

Valentina Martino

**Sara Bini,
Margherita Persico**

PAPER TITLE

Unravelling the role of ownership and governance as drivers of brand longevity. The case of the high-end fashion industry

Family firms' collective memory as a tool for sparking innovation

Value creation through the strategical management of heritage: the role of the corporate heritage manager

Corporate heritage as driver of internal stakeholder engagement: grand tour of corporate museums

Corporate heritage from the inside: strategies & tools for employee and integrated communication

Beyond the firm: corporate heritage as an analytical lens for public cultural institutions

PARALLEL SESSIONS / 15:15 - 17:15

ROOM 2

CHAIR:

Cecilia Pasquinelli

SESSION 2:

Territorial Heritage, Place Branding and Nation Branding

AUTHORS

Alessandro De Nisco,
Giada Mainolfi,
Gioele Zamparo,
Michela Cesarina Mason

PAPER TITLE

The living heritage of nations: conceptualising and measuring cultural heritage image

Genni Perlangeli,
Michele Zizza,
Chiara Moroni

Nation branding: a study of the media impact of the Amerigo Vespucci's world tour

Luigi Servadei

Geographical indications (GI) as institutional brand heritage: territory, governance and long-term value creation

Genni Perlangeli,
Marco Esti,
Andrea Rea

Analysis of cognitive outcomes of place brand heritage:
The case of l'Oro di Capri

Rosanna Cianniello,
Rossella Ronca

Practising heritage: place, craft and the construction of value

Anna Linda Musacchio Adoriso,
Jeanne Mengis

Heritage at work: rethinking SWISS hospitality beyond organisational practices and guest experiences

PARALLEL SESSIONS / 15:15 - 17:15

ROOM 3

CHAIR:

Annarita Sorrentino

SESSION 3:

Heritage, Digitalisation and Artificial Intelligence

AUTHORS

Giuseppina Lo Mascolo,
Walter Spezzano

PAPER TITLE

Reframing corporate heritage as a dynamic and temporal capability in the digital age

Marco Rubichi

Brand heritage in the digital age: managing heritage ecosystems across archives, museums, media and platforms

Carolina Marchesin,
Eleonora Carloni

Before rhetorical history: curatorial digitization choices in corporate museums

Ilenia Bua,
Dalila Cristiano Coppola,
Cristiano Mantello,
Daniele Pozzi,
Angelo Riviezzo

A field test of the heritage gap in Italy: how consumers and brands align (or don't)

Eleonora Carloni,
Carolina Marchesin

Exploring artificial intelligence for corporate archives: a conceptual framework

Andrea Gargiulo,
Daniele Leone

Artificial intelligence in brand heritage management: shaping customer perception

Ilaria Tufano
Raffaele Storti
Annaluce Mandiello
Francesco Schiavone

Artificial intelligence in pharmaceutical industry: the role of the employer brand heritage

PARALLEL SESSIONS / 15:15 - 17:15

ROOM 4

CHAIR:

Chiara Cannavale

SESSION 4:

Heritage, Ethics and Social Innovation

AUTHORS

Antonella Garofano,
Barbara Masiello,
Rossella Ronca

PAPER TITLE

Heritage, hybrid partnerships, and social innovation. An exploratory study in the fashion industry

Ludovica Solima

Corporate museums and territories: heritage, community and shared value

Annamaria Romagnoli,
Mara Cerquetti

Exploring heritage marketing: insights from a critical literature review

Fabio Corona,
Natalia Kochkina,
Giuseppe Melis

The paradox of community belonging: envy and the co-destruction of heritage narratives in a rural community cooperative

Nataliia Kochkina,
Fabio Corona,
Giuseppe Melis

Displaced animosity in country-of-origin choice: whom do consumers boycott when direct avoidance is impossible?

Andrea Paesano,
Mario Risso

Brand heritage in sport field

Costantino Coros

Inside the “rooms” of corporate cinema: image, memory and poetry

PARALLEL SESSIONS / 15:15 - 17:15

ROOM 5

CHAIR:

Fabien Pecot

SESSION 5:

Brand heritage, Authenticity and Experiential Value

AUTHORS

Davide Alfieri

PAPER TITLE

Does brand heritage enhance csr credibility? A dual-path model of authenticity and identification

Luca Venturini,
Chiara Cannavale,
Annarita Sorrentino,
Maria Rosaria Napolitano

Universal exemplarity in culturally situated networks: a two-study investigation of brand heritage

Alessandra Russo,
Sonia Quarchioni,
Pasquale Massimo Picone

Guarding the past, making it present: multimodality and the interplay of authenticity ideal types

Maria Rosaria Napolitano,
Angelo Riviezzo,
Gioele Zamparo,
Luca Venturini

Echoes of the past: conceptualizing and measuring corporate heritage brand

Selcen Ozturkcan,
Eda A. Robert,
Soniya Billore

The brand as curator: participatory heritage and experiential ecosystems case of: Ikea and Lego museums

Domenico Morrone,
Massimo Frittelli,
Annunziata Tarulli

Recharging the past: the strategic role of heritage-driven automotive design in navigating electrification and market turbulence

Vincenzo Basile,
Enrico Di Taranto,
Simone Luongo

Driving desire: how brand heritage, brand iconicity, and perceived authenticity shape purchase decisions in the vintage car market

PARALLEL SESSIONS / 15:15 - 17:15

ROOM 6

CHAIR:

Michael Rowlinson

SESSION 6:

Heritage and Business History

AUTHORS

Vittoria Ferrandino,
Valentina Sgro

PAPER TITLE

Banking on heritage: Amadeo P. Giannini and the long-term brand purpose of Bank of America

Radouan
Andrea Mounecif,
Pierre Volle

LAMMA, an archival collection on the history of marketing and branding in France: opportunities for international research and collaboration

Radoslaw Milczarski

Stone, story, significance: a heritage framework for BGK – Polish development bank historical headquarters

Ilaria Zilli,
Maria Giagnacovo

Between archives and brand narratives: authenticity vs storytelling, in Molise's agri-food smes experience

Alessia Bellezza,
Ludovica Rossotti

Railway stations function as gateway for the territory and the community: narrative, heritage communication and identity

Rita Mascolo

Salt and corporate heritage: the Margherita di Savoia saltworks