

PROGRAM

Tradition as Resource or Constraint for Strategic Action in the Digital Age

14-16 December 2023
Matera, Italy



This workshop has been organized in collaboration of



THURSDAY, 14 December 2023

20.00 - 22.00 **Welcome Dinner**

FRIDAY, 15 December 2023

Venue: MUSEO RIDOLA (Via D. Ridola 24, Matera)

9.00 - 9.15 **Opening & Welcome**

Workshop Co-Chairs: Gino Cattani, Donato Cutolo, Simone Ferriani, Gianvito Lanzolla, Innan Sasaki and Gianni Schiuma

9.15 - 10.00 **Keynote Speech**

Convenor: Gino Cattani

Tina Dacin - Smith School of Business, Queen's University, Canada

10.00 - 11.15 **Presentation Session**

Chair: Innan Sasaki

- Farm-to-Table Movement: Role of Entrepreneurial Networking to Preserve Tradition or Realize Innovation, *Tom Elfring*
- Manufactured Tradition: How Italian Cuisine became a Cradle of Tradition-Rooted Practices, *Antonio Paco Giuliani*
- Innovation Through Tradition (ITT) in Food and Beverage Firms, *Antonio Lerro*

11.15 - 11.45 **Coffee Break**

11.45 - 13.00 **Presentation Session**

Chair: Donato Cutolo

- Organizations as Carriers of Status and Class Dynamics: A Historical Ethnography of the Emergence of Bordeaux's Cork Aristocracy, *Gregoire Croidieu*
- Rogue Wine: A Non-Starred Wines Story, *Andrea Lanza*
- Tradition as performative: Tradition and innovation in the making of Japanese bartending, *Nao Sato*

13.00 - 14.30 **Coffee Break**

14.30 - 15.15 **Keynote Speech**

Convenor: Gianvito Lanzolla

Costas Markides - London Business School, United Kingdom

15.15 - 16.30 **Presentation Session**

Chair: Giovanni Schiuma

- Bridging Culture and Commerce. The Survival of Technically Obsolete Skills in British Heritage Craft, *Innan Sasaki*
- When Tradition and Innovation Collide: The Case of Formula 1 World Championship, *Carmelo Mazza*
- Making the Old New Again: Relational Agency and Recombinant Innovation in Aboca, *Vittoria Magrelli*

16.30 - 17.00 **Coffee Break**

17.00 - 17.45 **Keynote Speech**

Convenor: Simone Ferriani

Gernot Grabher - HafenCity University Hamburg, Germany

18.00 - 18.30 Moving to "Baccanti" Restaurant

18.30 - 20.00 **Conversations around Tradition, Innovation and Winemaking**

Prof. Lorenzoni interviews Erminia D'Angelo

20.00 **Dinner at "Baccanti" Restaurant**

SATURDAY, 16 December 2023

Venue: OPENSACE Palazzo dell'Annunziata (Piazza V. Veneto, Matera)

9.30 - 10.45 **Presentation Session**

Chair: Simone Ferriani

- Institutional Leadership as a Discursive Practice: A Case Study on Electoral Competition in a Large University, *Alessandro Lomi*
- When Tradition is Innovation, *Alessandro Narduzzo*
- Opening the Black Box of the Innovation-Export Relationship: The Impact of Family Involvement on the Tensions Associated with Delving into a Firm's Tradition, *Paolo Capolupo*

10.45 - 11.15 **Coffee Break**

11.15 - 12.30 **Presentation Session**

Chair: Gino Cattani

- Enlightening Craftsmanship: Dürer, Vermeer & Optical Innovations in Painting, *Joeri Mol*
- Digital Connectivity and Organizational Change: The Co-Evolutionary Dynamics in the Van Gogh Museum, *Daniilo Pesce*
- TBD, *Waldkirch Matthias*

12.30 - 13.00 **Ending Notes**

Gianvito Lanzolla, Tina Dacin and Costas Markides

13.30 - 15.00 **Farewell Lunch**

15.00 - 16.30 **Tourist Guide Visit of Matera**

Patrocinio - APT Basilicata

