



Conference Programme for the 13th International CIRCLE Conference

**Wednesday 30th March 2016
Main Hall**

- 14:00-16:00 Welcome lunch and registration
- 16:00-16:30 Conference opening
- prof. Claudio Quintano – *Dean of the University of Naples “Parthenope”*
 - prof. Clelia Mazzoni – *Director of the Department of Management, Second University of Naples*
 - prof. Francesco Calza – *Director of the Department of Management and Quantitative Studies, University of Naples “Parthenope”*
 - prof. Enrico Bonetti and prof. Michele Simoni - *Coordinators of the organising committee*
 - prof. Alberto Mattiacci – *President of Italian Marketing Society*
 - prof. Claudio Vignali – *Provost of the CIRCLE Virtual College*
 - prof. Tahir Rashid – *President of CIRCLE International*
- 16:30-17:30 Keynote speech: New frontiers for international management
Dr. Giuseppe Morici – *President Region Europe Barilla Group*
- 17:30-18:30 Keynote speech: New frontiers for neuromarketing
Prof. Fabio Babiloni – *University of Rome “Sapienza”*
- 19:00-21:00 Neapolitan pizza seaside dinner (optional programme)



Thursday 31st March 2016
Rooms Capri, Ischia, Procida, Nisida

- 9:00-10:30 Parallel sessions 1
Tourism track, Strategy: development policy track, Organisation track
and CIRCLE PhD Mock exam
- 10:30-11:00 Coffee break
- 11:00-12:30 Parallel sessions 2
Fashion and luxury track, Finance and accounting track, Port and
shipping management track and CIRCLE PhD Module session
- 12:30-13:30 Lunch break
- 13:30-15:00 Parallel sessions 3
Innovation and new frontiers for management track, Digital
transformations track, Marketing: consumer studies track and CIRCLE
PhD Viva exam
- 15:00-15:30 Coffee break
- 15:30-17:00 Parallel sessions 4
Strategy: governance track, Marketing: customer satisfaction and loyalty
track, Marketing: marketing mix track and CIRCLE PhD Viva exam
- 17:30-22:00 Naples sightseeing and dinner in the old town (optional programme)



Friday 1st April 2016

Rooms Capri, Ischia, Procida, Nisida (Parallel sessions)
Main hall (Plenary session)

- 9:00-10:30 Parallel sessions 5
Tourism track, Strategy: development policy track, Organisation track
and CIRCLE PhD Module session
- 10:30-11:00 Coffee break
- 11:00-12:30 Parallel sessions 6
Fashion and luxury track, Management and marketing social issues
track, New frontiers for marketing track, management: globalisation track
- 12:30-13:30 Lunch break
- 13:30-15:00 Parallel sessions 7
Innovation and new frontiers for management track, Finance and
accounting track, Marketing: consumer studies track, Digital
transformations track
- 15:00-16:00 Plenary session
- Presentation of Kozminski University – Warsaw, Poland: host of the
14th International CIRCLE Conference: prof. Magdalena
Krzyżanowska and prof. Jolanta Tkaczyk
 - Conclusions: prof. Claudio Vignali, prof. Tahir Rashid
- 20:00-23:00 Gala dinner

Saturday 2nd April 2016

- 9:00-13:00 Guided tour to Pompeii archaeological site (optional programme)