

Digital, Environmental, and Social Transformation: Challenges and Perspectives.

September 28th-29th, 2023

University of Messina

Piazza Pugliatti, 1 - 98122 Messina, Italy

CONFERENCE PROGRAMME



Thursday, 28th September 2023

9:00 – 9:30 Registration

Rectorate - Aula Magna - First floor

9:30 Welcome addresses

Prof. **Salvatore Cuzzocrea**

Rector of the University of Messina, Italy

Prof. **Anatolii Mazaraki** (*online*)

Rector, State University of Trade and Economics, Kyiv, Ukraine

Prof. **Pawel Lula**

Pro-Rector, Krakow University of Economics, Poland

Prof. **Milena Jakšić**

Dean of Faculty of Economics - University of Kragujevac, Serbia

Presentation of the UniMe Scientific Quadrilateral Conference (USQC) 2023

Prof. **Elvira Tiziana La Rocca**

10:20 Plenary session

Moderator: Dott. **Pio Parma**

The European House - Ambrosetti

Invited Speakers

Prof. **Alfonso Vargas-Sánchez**

University of Huelva, Spain

Ing. **Walter Rizzi**

President of Raffineria di Gela SpA (ENI) / President of RAM S.c.P.A.

The role of biofuels in the global environmental transition

11:15 Coffee Break

12:00 Plenary session

Chair: Prof. **Elvira Tiziana La Rocca** (*University of Messina*)

Speakers (Delegations' paper presentation)

Scientific cooperation between Italian and Polish universities in the field of economics, finance and management

Prof. **Pawel Lula** and Prof. **Magdalena Talaga**

Krakow University of Economics, Poland

Performance of Serbian banking sector in crisis conditions

Prof. **Milena Jakšić**, Prof. **Violeta Todorović** and Prof. **Nenad Tomić**

University of Kragujevac, Serbia

Impact of Russian aggression in Ukraine on world energy markets

Prof. **Anatolii Mazaraki** and Prof. **Anna Duginets**

State University of Trade and Economics, Kyiv, Ukraine

Strolling in the metaverse. The provision of financial services in the virtual world

Prof. **Francesco Ciruolo**

University of Messina, Italy

13:00 Light Lunch

Free time

19:30 Gala Dinner

Friday, 29th September 2023

9:00 – 11:00 Parallel sessions (Department of Economics)

Track: **Social Transformation** (Room 8 - Third floor)

Chairs: Prof. **Patrizia Accordino** (*University of Messina*) and Prof. **Violeta Domanović** (*University of Kragujevac*)

Speakers

The innovative infrastructure of Ukrainian HEI's in European integration process

Oleh Kalinichenko

Sustainability transformations for globalizing cities

Larysa Sarkisian and Alona Korohod

Model of enterprise sustainability in crisis conditions

Violeta Domanović and Vesna Stojanović-Aleksić



Dealing with unintended consequences of performance management in the public sector: solutions from adopting ‘public service logic’

Guido Noto, Francesca De Domenico and Federico Cosenz

Tax administrative transparency: sustainability and human rights

Patrizia Accordino

The impact of evolution of social values on the concept of competition. Public Administration action as a guarantee of equitable access to resources

Stefania Caggegi and Orazio Catarsini

Financial system and sustainable development: towards a new model of finance

Roberto Caratozzolo

The Relationship between Organized Crime and Firm Performance: Empirical Evidence from Italy

Antonio Fabio Forgione and Carlo Migliardo

Track: **Digital Transformation** (Room 9 - Third floor)

Chairs: Prof. **Maria Cristina Cinici** (*University of Messina*) and Prof. **Vesna Stojanović-Aleksić** (*University of Kragujevac*)

Speakers

Artificial Intelligence in Financial Sector: Challenges, Analysis and Perspectives

Marek Dziura, Andrzej Jaki and Tomasz Rojek

Digital transformation in tourism: progress from Industry 4.0 to Society 5.0

Anatolii Mazaraki, Marharyta Boiko, Myroslava Bosovska, Nadiia Vedmid and Mariia Kulyk

From NFRD to CSRD: practical implications and future research directions

Daniela Rupo, Nicola Rappazzo and Alberto Caratozzolo

Digitalization of society. Opportunity or threat

Vadym Yeliseiev, Yuliia Drozdova and Serhii Bai

Competition law and economics of BigTech: DMA’s effect

Nataliia Mazaraki and Anzhelika Gerasymenko

Empowering Voices, Transforming Society: The Linguistic Practices of Racialized Activists on Spanish social media

Davide Aliberti

Digitalization of international trade

Tetiana Zubko

Human capital and digital entrepreneurial intentions: The Case of Young People Not in Education, Employment, or Training (NEET)

Walter Vesperi, Raffaella Coppolino and Anna Maria Melina

Track: **Environmental Transformation** (Aula Magna 2 - Second floor)

Chairs: Prof. **Mauro Prestipino** (*University of Messina*) and Prof. **Nataliia Mazaraki** (*State University of Trade and Economics, Kyiv*)

Speakers

Creating public value through resilient food policies

Carlo Vermiglio and Giulia Favetti

Mining Industry and Corporate Social Responsibility: Challenges and New Opportunities

Giovanna Centorrino

The War in Ukraine and the Perspectives of the European Green Deal

Taras Hurzhii, Anna Hurzhii and Daria Ivashchenko

Work in the environmental transition

Gandolfo Maurizio Ballistreri

Rights of “future generations” and “burden” of present generations in protecting the environment

Antonina Astone

Biodiversity restoration in natural protected areas

Vera Bilardo

Intergovernmental and environmental movements perspectives in order to face the effects of the climate change

Lidia Lo Schiavo and Raffaele Albanese

Climate Change Litigation in the European Legal Space: the Temporal Dimension

Giulia Colavecchio and Helga Molbæk-Steensig

Coffee Break 11:00 – 11:30 (Third floor)

11:30 – 13:30 Parallel sessions (Department of Economics)

Track: **Digital Transformation** (Room 8 - Third floor)

Chairs: Prof. **Valeria Schifilliti** (*University of Messina*) and Prof. **Anna Hurzhii** (*State University of Trade and Economics, Kyiv*)

Speakers

Technological innovation: the role of the EU and its advanced legislation

Giacomo D’Arrigo



Digital transformation in European democratic participation processes: the experience of the Conference on the Future of Europe

Letizia Salvo

Exploiting digitalization breakthrough role to enhance the relationship between lenders and small firms

Francesco Fasano, Elvira Tiziana La Rocca and F. Javier Sanchez-Vidal

Digital Transformation: Why organizations fail?

Valeria Schifilliti and Daniele Schiliro'

Challenges of digital transformation in trade: identifying the risks of cross-border e-commerce

Oleg Tsilvik

Track: **Environmental Transformation** (Aula Magna 2 - Second floor)

Chairs: Prof. **Alessandra Costa** (*University of Messina*) and Prof. **Marek Dziura** (*Krakow University of Economics*)

Speakers

Green innovation and sustainable certifications for a circular path: the case of a BCorp winery

Alessandra Costa

Sustainability Matters: Enhancing ECF Campaign Success in the Fashion Industry

Carlotta Bottaro, Giuseppe Lanfranchi and Chiara Marinelli

Equitable access to resources among hotels in Venice

Mariapia Cutugno

Just in time arrival: an opportunity for greener maritime transportation

Adele Marino

Sustainability and private law relationships

Valeria Restuccia

Renewable energy communities in Italy: A critical analysis

Domenica Farinella and Monica Musolino

Strengthening Social Cohesion and Environmental Awareness: The “Eco-Cohesion Project” Contribution

Elena Girasella and Hakan Gülerce

Track: **Digital Transformation** (Room 9 - Third floor)

Chairs: Prof. **Alba Marino** (*University of Messina*) and Prof. **Andrzej Jaki** (*Krakow University of Economics*)

Speakers

The “digital administration” to the test of the principle of good performance: problematic profiles and food for thought

Antonietta Lupo

Generative Artificial Intelligence, Creativity and Innovation Management. Exploring trends and future implications

Antonio Crupi, Tindara Abbate, Fabrizio Cesaroni, Alessandra Costa and Veronica Marozzo

The digital divide problem in light of public administration’s digital transition

Giulia Giacobbe

Human intelligence and the administrative capacity of the algorithm

Pietro Ambra

Anomaly detection in ships transits with a Machine Learning algorithm trained on AIS data

Emmanuele Barberi, Massimiliano Chillemi, Filippo Cucinotta, Marcello Raffaele, Fabio Salmeri and Felice Sfravara

Track: **Environmental Transformation** (Room 7 - Third floor)

Chairs: Prof. **Veronica Marozzo** (*University of Messina*) and Prof. **Tomasz Rojek** (*Krakow University of Economics*)

Speakers

Planned obsolescence and sustainable development

Maria Francesca Tommasini

Towards a strengthening of the environmental access: new perspectives for an institute from the unexpressed potentialities

Salvatore Amato and Bruna Pellicanò

Public services and sustainable development between public contracts and in-house providing

Laura Pergolizzi

Ecology and sustainability in the pontifical magisterium

Marta Tigano

The fight against climate change: the regulatory framework and the role of civil society

Alberto Jaci

Green transition in the wine sector: eco-packaging and eco-labels as tools to promote sustainable objectives

Veronica Marozzo

13:30 Closing Ceremony (Aula Magna 2 - Second floor)

Prof. **Alfonso Vargas-Sánchez** - *University of Huelva, Spain*

14:00 Light Lunch

16:00 Guided tour (Messina Museum) - for delegates and invited speakers

