### Sidrea International Workshop

**Intangibles, Intellectual Capital and Integrated Reporting Practices**

**Wednesday, July 11, 2018**

**Venue:** ROMA TRE UNIVERSITY  
Department of Business Studies  
Sala delle Lauree, Via Silvio D’amico 77, Roma

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
</table>
| 9.45  | **Welcome Addresses:**  
Luciano Marchi, SIDREA President and AIDEA Member of the Steering Committee  
Maria Serena Chiucchi, Vice Dean Faculty of Economics, Università Politecnica delle Marche  
Paola Demartini, Co-Head of Roma TRE Corporate Governance Lab, Roma TRE University |
| 10.00 | The Benefits and Challenges of Undertaking Interventionist Research: Are you up for it?  
John Dumay & Vicki Baard, Macquarie University |
| 11.30 | **Coffee Break** |
| 11.45 | **First Session: IC and <IR> New Reporting Practices**  
*Chair:* Maria Serena Chiucchi, *Discussants:* John Dumay & Vicki Baard  
Francesca Manes Rossi & Rebecca Levy Orelli  
Grazia Di Cuonzo, Francesco Badia, Saverio Petruzzelli & Vittorio Dell’Atti  
“IR in Medium-Sized Firms. Is it Possible to Break the Ice? An Empirical Investigation”  
Mara Del Baldo |
| 13.15 | **Networking Light Lunch** |

---

**Sponsored by:**

![Sponsors Logos]
**Venue:** ROMA TRE UNIVERSITY  
Department of Business Studies  
Sala delle Lauree, Via Silvio D’amico 77, Roma

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Chair/Presenter</th>
</tr>
</thead>
</table>
| 14.30  | **Roundtable: Integrated Thinking Design and Implementation: from Theory to Practice. Impression or Knowledge Management?**  
Chair: Sabrina Pucci, Roma TRE University  
Participants: Manuel Liotta, Leonardo, Head of Group Sustainability & ESG  
Raffaella Bordogna, Head of ENI Sustainability Planning & Reporting System  
Giuseppe Catalano, Company Secretary of Assicurazioni Generali, Generali Group  
Diego Piovan, Partner Deloitte |  
| 16.00  | **Coffee Break**                             |  
| 16.15  | **Second Session: IC Practices in Action**   
Chair: Paola Demartini, Discussants: John Dumay and Vicki Baard  
“How BCOrps Mobilize IC (unawares) to Create Value. Evidence by Italian Ecosystem”  
Monia Castellini, Marianna Marzano & Vincenzo Riso  
“Intellectual Capital and the University Third Mission: an Evaluation Framework”  
Rocco Frondizi, Nathalie Colasanti, Chiara Fantauzzi & Gloria Fiorani  
“Sustainability and Technology: Two Challenges for Financial Reporting”  
Sabrina Pucci & Marco Venuti  
“Building Sustainable Intellectual Capital: Insight from a Company Included in the Dow Jones Sustainability Index”  
Cristiana Bernardi & Paola Demartini |  
| 18.00  | **Conclusions**  
Paola Demartini and Maria Serena Chiucchi |  

Sponsored by: