
Business History as Business

Exploring Heritage, History, and Money



31-05-2022 / Auditorium LIUC - Università Cattaneo, Castellanza

Opening of the conference (9:30-10:00)

- Federico Visconti, Dean LIUC - Università Cattaneo
- Daniele Pozzi, coordinator LIUC Heritage Hub

Session 1: Corporate heritage advancement in studies (10:00-11:00)

Chair: Mario Perugini (Università degli Studi di Catania)

- ***The present (and future) value of the past. Heritage marketing strategies within long-lived firms of Made in Italy***
Maria Rosaria Napolitano (Università degli Studi di Napoli Parthenope), Antonella Garofano (Università della Campania "Luigi Vanvitelli"), Angelo Riviezzo (Università degli Studi del Sannio)
- ***Customers' perception of Brand Heritage: synthesis and perspectives***
Fabien Pecot (TBS in Barcelona)

COFFEE BREAK 11:00-11:20

Session 2: Narrative and authenticity: New model. Original parts (11:20-13:00)

Chair: Angelo Riviezzo (Università degli Studi del Sannio)

- ***Material artefacts and the authenticity of archives in a multi-national bank's use of the past strategy***
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Ian Jones (Northumbria University), Andrew Smith (University of Liverpool), John Wilson (Northumbria University) and Nicholas Wong (Northumbria University)

- ***Industrial Heritage in the Service of the Market: Museum Narratives by Corporate Enterprises***
Volodymyr Kulikov and Dóra Mérai (Central European University)
- ***An invisible heritage. Company books as an evolving context of corporate identity and communication: the Italian case***
Valentina Martino (Università degli Studi di Roma "La Sapienza")
- ***Company story in business. The Finnish case***
Pirjo Vuorenperä (University of Jyväskylä)

LUNCH 13:00-14:30

Session 3: Made in Italy: a strong-rooted tree? (14:30-15:40)

Chair: Fabien Pecot (TBS in Barcelona)

- ***History as Strategy. Corporate Heritage Investments in Italy (2000-2016)***
Elisabetta Merlo (Università Bocconi) and Mario Perugini (Università degli Studi di Catania)
- ***Heritage in the Napolitanian fashion industry***
 - ***Tailoring Craftsmanship heritage. Communicate the traditional methods through images***
Maria D'Uonno (Università degli Studi della Campania "Luigi Vanvitelli")
 - ***Corporate heritage and family business: Kiton between the 20th and 21st centuries***
Vittoria Ferrandino and Valentina Sgro (Università degli Studi del Sannio)
- ***Narrating corporate heritage through experience: an exploratory study at the design-marketing interface***
Antonella Garofano, Rosanna Cianniello, Alessandra Cirafici, Francesco Izzo, Barbara Masiello, Enrico Bonetti (Università della Campania "Luigi Vanvitelli")

COFFEE BREAK 15:40-16:00

Roundtable: Who needs the historian? (16:00-18:00)

Chair: Daniele Pozzi (LIUC Heritage Hub)

Participant companies:

- The History Factory (Bruce Weindruch)
- Impact (Marco Giampieretti)
- Promemoria (Stefano Trincherò)
- Leaving Footprints (Angelo Riviezzo)
- Salvatore Ferragamo (Stefania Ricci)
- Birra Peroni (Daniela Brignone)
- Gibson Brands (Eleonora Dal Pozzo)

Concluding remarks: Franco Amatori (Università Bocconi)
