



PROGRAM

TUESDAY, 6TH

h. 9.00 - 12.00

DEPARTMENT OF HUMANITIES
/ AULA VIRGILIO (M)
SEDE DIDATTICA "G.TUCCI"
C.SO CAVOUR, 2

Dagmar REICHARDT
Latvian Academy of Culture
LAC (LV)

Transculturazioni italiane nel mondo

DEPARTMENT OF POLITICAL SCIENCE, COMMUNICATION AND INTERNATIONAL RELATIONS

h. 11.00 - 13.00

/ AULA 6
VIA DON MINZONI

Anita PELLE
University of Szged (H)

The recent deterioration of the Eu Eastern and Southern periphery: economic, social and political aspects

h. 16.00 - 18.00

/ AULA 1
VIA DON MINZONI

Peter PLENTA
International University of Sarajevo (BIH)
Higher Education as a foreign policy weapon: the case of Turkey and Western Balkans

h. 14.30 - 17.30

DEPARTMENT OF EDUCATION, CULTURAL HERITAGE AND TOURISM
/ AULA 6

C.DA VALLEBONA
Roberto PIERDICCA
Università Politecnica delle Marche (IT)

The role of ICT for tourism management: theory, applications and use cases
/ PART 1

h. 16.00 - 18.00

DEPARTMENT OF POLITICAL SCIENCE, COMMUNICATION AND INTERNATIONAL RELATIONS
/ AULA C

PIAZZA STRAMBI
Vladimir KOLODNIKOV
Moscow Metropolitan Governance University (RUS)
Multicultural aspects of adopting English in university education with an eye to the realities of the modern business world: a Russian perspective

WEDNESDAY, 7TH

h. 10.00 - 13.00

DEPARTMENT OF EDUCATION, CULTURAL HERITAGE AND TOURISM
/ AULA 8

C.DA VALLEBONA
Luciana Florencio DE ALMEIDA
ESPM Escuela Superior de Propaganda and Marketing (BR)

Marketing food and authenticity: study cases in Brazil / PART 1

h. 14.00 - 16.00

DEPARTMENT OF POLITICAL SCIENCE, COMMUNICATION AND INTERNATIONAL RELATIONS
/ AULA C

PIAZZA STRAMBI
Vladimir KOLODNIKOV
Moscow Metropolitan Governance University (RUS)

Public management in Moscow

h. 14.30 - 17.30

DEPARTMENT OF EDUCATION, CULTURAL HERITAGE AND TOURISM
/ AULA 8

C.DA VALLEBONA
Roberto PIERDICCA
Università Politecnica delle Marche (IT)
The role of ICT for tourism management: theory, applications and use cases
/ PART 2

THURSDAY, 8TH

h. 9.00 - 11.00

DEPARTMENT OF ECONOMICS AND LAW
/ AULA AL3
PIAZZA STRAMBI, 1

Andrea CAPUTO
University of Lincoln (UK)
Corporate strategies and new forms of acquisitions: the case of high-tech

h. 9.00 - 12.00

DEPARTMENT OF EDUCATION, CULTURAL HERITAGE AND TOURISM
/ AULA 5

C.DA VALLEBONA
Miriam SCAGLIONE
University of Applied Sciences and Arts Western (CH)
Innovation diffusion models

h. 10.00 - 12.00

DEPARTMENT OF HUMANITIES
/ AULA AVERROÈ (E)
SEDE DIDATTICA "G.TUCCI"
C.SO CAVOUR, 2

Dagmar REICHARDT
Latvian Academy of Culture LAC (LV)

Che cos'è l'italofonia?

h. 13.00 - 14.00

DEPARTMENT OF POLITICAL SCIENCE, COMMUNICATION AND INTERNATIONAL RELATIONS
/ AULA 3
VIA DON MINZONI

Agnieszka POCTZA-WAJDA
Poznan University of Economics and Business (PL)
Determinants of sustainable food and nutrition security (FNS) of smallholder farms in Poland

FRIDAY, 9TH

h. 9.00 - 12.00

DEPARTMENT OF EDUCATION, CULTURAL HERITAGE AND TOURISM
/ AULA 1

C.DA VALLEBONA
Luciana Florencio DE ALMEIDA
ESPM Escuela Superior de Propaganda and Marketing (BR)

Marketing food and authenticity: study cases in Brazil / PART 2

h. 12.00 - 15.00

DEPARTMENT OF HUMANITIES
/ AULA AVERROÈ (E)
SEDE DIDATTICA "G.TUCCI"
C.SO CAVOUR, 2

Dagmar REICHARDT
Latvian Academy of Culture LAC (LV)
"Little Italies" - La rete delle "Piccole Italie" nel mondo

h. 14.00 - 17.00

DEPARTMENT OF EDUCATION, CULTURAL HERITAGE AND TOURISM/
AULA 1
C.DA VALLEBONA
Miriam SCAGLIONE
University of Applied Sciences and Arts Western (CH)
Visitors flows and Destination Management Organization

h. 15.00 - 17.00

DEPARTMENT OF LAW
/ AULA 1
PIAGGIA DELL'UNIVERSITÀ, 2
PING Lyu
University of Chinese Academy of Sciences (CHN)
Chinese economy and Chinese investment

INTERNATIONAL WEEK

November 5 / 9
2018 1° SEMESTER