

IL PROGRAMMA

9.30 | Opening of the conference

Federico Visconti, *Dean LIUC – Università Cattaneo*

Daniele Pozzi, *coordinator LIUC Heritage Hub*

10.00 | Session 1: Corporate heritage advancement in studies

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*

11:20 | Session 2: Narrative and authenticity: New model. Original parts

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

Ian Jones, *Northumbria University*, Andrew Smith, *University of Liverpool*

John Wilson, *Northumbria University*

Nicholas Wong, *Northumbria University*

Industrial Heritage in the Service of the Market: Museum Narratives by Corporate Enterprises

Volodymyr Kulikov, *Central European University*

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*

Session 3: Made in Italy: a strong-rooted tree? | 14.30

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 Napolitan 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, *Università degli Studi del Sannio*
Valentina Sgro, *Università degli Studi del Sannio*

Narrating corporate heritage through experience: an exploratory study at the design-marketing interface

Antonella Garofano, *Università della Campania "Luigi Vanvitelli"*

Rosanna Cianniello, *Università della Campania "Luigi Vanvitelli"*

Alessandra Cirafici, *Università della Campania "Luigi Vanvitelli"*

Francesco Izzo, *Università della Campania "Luigi Vanvitelli"*

Barbara Masiello, *Università della Campania "Luigi Vanvitelli"*

Enrico Bonetti, *Università della Campania "Luigi Vanvitelli"*

16.00 | Roundtable: Who needs the historian?

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*