



UNIVERSITÀ DEGLI STUDI DI NAPOLI  
**FEDERICO II**



PRE-ANNOUNCEMENT:

# RENT XXXIV



**Naples, Italy - November (18) 19-20, 2020**

**“Entrepreneurship in the Digital Era”**

Pre-conference venue (Nov 18): Hub San Giovanni Federico II, corso Protopisani 80, Naples, Italy

Conference venue (Nov 19+20): Congress Center Federico II, via Parthenope 36, Naples, Italy

## CONFERENCE CHAIRPERSONS

**Mario Raffa**, Deputy of StartCup Campania 2019, Deputy for the National Innovation Awards Competition

**Pierluigi Rippa**, Director of Engineering Management Master’s Degree, Manager StartCup Campania 2019  
(University of Naples Federico II)

### The University of Naples

Frederick II of Hohenstaufen, grandson of Frederick I “Redbeard” and son of Costanza d’Altavilla, King of Sicily and Holy Roman Emperor established the University of Naples as the Universitas Studiorum with an Imperial Charter, on 5 June 1224.

### The School of Engineering

The School of Engineering of the University of Naples Federico II has its roots in the École d’Application des Ponts et Chaussées, founded in Naples by Joachim Murat, King of Naples, General and brother-in-law of Napoléon Bonaparte, on 4 March 1811.



## KEYNOTE SPEAKERS

**Gabriella Colucci**, President & CEO Arterra Bioscience S.p.A., CEO Vitalab S.r.l.

**Satish Nambisan**, Nancy and Joseph Keithley Professor of Technology Management, Professor of Design & Innovation, The Weatherhead School of Management, Case Western Reserve University

## CONFERENCE THEME AND CONTEXT

Digital entrepreneurship is defined as creating new ventures and transforming existing businesses by developing novel digital technologies and/or adopting a novel usage of such technologies. The increasingly digitalized environment has led to a changed living situation characterized by economic growth, job creation and innovation, and opened new possibilities to train the next generation of entrepreneurs creating new possibilities for anyone thinking of becoming an entrepreneur. Several entrepreneurial practice and theory have recently been identified and streams of research that deal with digital entrepreneurship have been identified, including everything that is new and different about entrepreneurship in a digital world, as digital business models, digital entrepreneurship process, platform strategies, digital ecosystem, entrepreneurship education, digital academic entrepreneurship and social digital entrepreneurship. With its empirical and conceptual advances, entrepreneurship research has created an impetus that has changed a simple phenomenon into an autonomous field with its theoretical background. **Join us at RENT 2020 in Naples, in advancing the field of entrepreneurship by discussing and challenging digitalization as a cornerstone of the entrepreneurship theory.**



DIPARTIMENTO DI  
INGEGNERIA  
INDUSTRIALE



Associazione Italiana  
degli Incubatori Universitari  
e della Business Plan Competition

## CONFERENCE TRACKS

Quantitative, qualitative and conceptual papers are welcome for the following theme tracks:

1. CONFERENCE THEME: Entrepreneurship in the digital era	11. Minority entrepreneurship
2. SPECIAL ISSUE THEME: How to develop entrepreneurial skills? The role of education	12. Gender and copreneurship
3. Opportunity generation and early business development	13. Technology and knowledge-based entrepreneurship
4. Business models (growth, performance and internationalization)	14. Family business, succession and business transfer
5. Entrepreneurial finance for new and growing businesses	15. Culture and community
6. Human capital, social capital, and relational networks	16. Social entrepreneurship
7. Entrepreneurship education, learning, and knowledge dissemination	17. Green and sustainable entrepreneurship
8. Policy, support systems and infrastructure	18. Corporate / intrapreneurship and strategizing
9. Critical perspectives on entrepreneurship	19. Creative and artisan industries
10. Methodological challenges and research methods	20. Rural enterprise, regional development and tourism

Papers submitted and accepted for the track “How to develop entrepreneurial skills? The role of education” will be given developmental feedback for a voluntary subsequent submission to a special issue of *Piccola Impresa/Small Business*, Guest editors Francesca Maria Cesaroni, Mario Raffa, Pierluigi Rippa and Annalisa Sentuti (submission deadline February 28<sup>th</sup> 2021).

### SUBMISSION AND SELECTION PROCESS

All submitted abstracts will be reviewed using a double-blind review process. The RENT Scientific Committee and a number of well-known researchers will be involved in the process. Two awards will be distributed (J.M.Veciana Award for a Young Researcher & ISBJ Award for Challenging Conventional Wisdom). *All details will be available on the conference web site in December 2019: [www.rent-research.org](http://www.rent-research.org).*



**Submission deadline is  
May 15, 2020**

**SEE YOU IN ITALY!  
SEE YOU IN NAPOLI!**



Last update 21/11/2019