



A roadmap towards Smart and Sustainable Business Model transition: the key role of CFOs

**October
16th**

Ore 11,00

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Abstract

The aim of this special Panel is to explore, from the comprehensive perspective of CFOs, the avenues that lead to a virtuous smart and sustainable ecosystem in which several players collaborate to enact, measure and disclose a successful transformation towards a Smart and Sustainable Business Model in small and medium firms.

In order to sustain companies during Business Model innovation, it is required the interaction between Universities, Institutions and Firms in developing a holistic approach related to the three dimensions of Sustainable Development; an integrated analysis of Industry 4.0 technologies and a comprehensive vision of the actors involved. Particularly, cooperation between experts from operations, experts from Information Technologies, experts from business and managers is a key driver of Business Model transformation.

This special Panel is organized by SIDREA (Italian Society of Academicians in Business Administration and Accounting) Research Group on "Reporting for Smart Technologies, Digitalization and Intellectual Capital" and ANDAF (Italian Association of Chief Financial Officers) Technical Committee of "Information & Communication Technology".

CFOs, managers, consultants, capability providers and academicians will participate to the round table discussing and providing their forward-looking views.

11.00

Chairs - Opening session

Daniela Mancini, Professor of Performance Measurement, University of Teramo – ANDAF ICT Committee

Francesco Bellini, Professor of Digital Transformation, University of Rome La Sapienza – ANDAF ICT Committee

11.15-13.00

Panellists – Discussion and Conclusion

Enrique Bonson, Professor of Accounting, University of Huelva, Spain

Riccardo Bovetti, Partner Ernst & Young, Milan, Italy

Paolo Collini, Professor of Accounting, University of Trento, Italy

Rosa Lombardi, Professor of Accounting, University of Rome La Sapienza, Italy

Marco Pasquotti, Chair of ANDAF North-East, Italy

Edilio E. Rossi, Digital Finance Solutions Sales Development Director- Oracle, Italy

Physical or online participation in the panel session is free, but registration is required. Attendees must have a green pass.

[Please complete the form of registration.](#)

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