

**MOSAICO/MOSAIC**

**VIII GIORNATA DI STUDIO**

**“OLTRE LA GLOBALIZZAZIONE”**

**Società di Studi Geografici**

**Novara, 7 dicembre 2018**

**Università del Piemonte Orientale**

**Modulo per la presentazione di proposte di Sessione**

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| Nome e Cognome Coordinatore/i | FRANCESCO CITARELLA  ELIO BORGONOVI | |
| Università o  Ente/i di appartenenza | UNIVERSITÀ DEGLI STUDI DI SALERNO  UNIVERSITÀ COMMERCIALE LUIGI BOCCONI, MILANO | |
| Titolo Sessione | INTERNATIONALISATION OF THE ITALIAN ECONOMY AND  STRATEGIC PUBLIC MANAGEMENT FOR SME COMPETITIVENESS | |
| Breve descrizione del tema  previsto per la Sessione | In today’s globalised world, Strategic Public Management is fundamental in determining domestic and International trade flows, the map of comparative advantage and economic appeal.  The Session proposes interdisciplinary reflection on strategic interaction and reform of Public Institutions for SME competitiveness in response to transformations in contemporary society and economies. New challenges have arisen for Public Administrations related not only to internal management, but also to new territorial needs. In this context, Strategic Public Management ensures significative competitive advantage by creating an attractive environment and administrative framework that guarantees success in the global economy.  In particular, Strategic Public Management impacts on the competitive capacity of a territory, or district as driver of technological, organisational and managerial innovation by formulating strategies of public support for SME competitiveness, creating corporate and institutional relations and allocating resources to meet territory needs. Relations are multifaceted and can be analysed on the basis of various approaches. The current trend in Public Administrations based on processes of devolution towards Regional and Local Authorities and on the growth of specialistic Public Corporations implies integration and efficacious inter-institutional coordinating relational skills to promote socio-economic development. The organisation and governance of inter-dependence furthermore, contributes to the building of ‘networks of public interest’.  The Session pivots on in-depth analysis of Strategic Public Management tools and methodology for Italian SME penetration of foreign markets in response to corporate change. Formulation of public strategies supporting SME competitiveness is discussed, including how Strategic Public Management and top down or bottom up relations guarantee systemic coherence and allocation of resources.  In this context, Economic.-political and Regional Geography contributes, at macro-scale, to interpreting and systemising the mosaic effects of globalisation i.e. internationalisation of the italian economy, in order to create organisational relations for territorial development planning and to enhance specifics in both a local/endogenous and global/exogenous context.  Potential themes for research contributions include,   * Strategic Public Management in the reorganisation of the SME value chain; * Trends in professional, managerial and organisational skills and strategic territorial dynamics and services for SMEs on foreign markets; * Public Policies and competitive strategies for SME Networks in internationalisation processes; * Relational networks and partnerships, business networks: strategies, localisation, organisational and territorial patterns for internationalisation; | |
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il modulo va inviato entro il 15/07/2018 ai seguenti indirizzi:

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