



**Strategic  
Management  
Society**



**LUMSA**  
UNIVERSITÀ

**Wednesday May 21, 2025**

**3:00 - 4:30 PM**

Aula 11 - LUMSA University Palermo Campus  
Via Filippo Parlatore, 65

## **SMS Special Conference**

# **The Strategic Role of Business in Addressing Unsolved Grand Challenges: Firms, Platforms and Ecosystems**

**3:00-3:30 PM**

INSTITUTIONAL ADDRESSES

**Francesco Bonini**

Rector LUMSA University

**Giampaolo Frezza**

Head of Department Palermo Campus, LUMSA University

**Roberto Lagalla**

Mayor of the City of Palermo

**Sharon Alvarez**

Past President Academy of Management

**Yan Anthea Zhang**

Past President of the Strategic Management Society

**3:30-4:30 PM**

*Opening Plenary session*

INTRODUCTION

**Anna Minà**

LUMSA University

PLENARY SESSION SPEAKERS

**Francesco Castellaneta**

SKEMA Business School

**Jeffrey Harrison**

University of Richmond

**Exequiel (Zeke) Hernandez**

University of Pennsylvania

**Sybille Sachs**

University of Applied Sciences Zurich

MODERATOR

**Giovanni Battista Dagnino**

LUMSA University

