



UNIVERSITÀ DEGLI STUDI DI BERGAMO

Department of Management, Economics and Quantitative Methods
ELab - Entrepreneurial Lab, Centre for Research on Entrepreneurship



ENTREPRENEURIAL LABORATORY IX SYMPOSIUM

*“And now gentlemen, all for one, one for all
- that is our motto, is it not?”*

**Cooperate with rivals
within and outside firms**

*University of Bergamo
Department of Management Economics and Quantitative Methods
Via Dei Caniana, 2 Room 12*

September 28th 2017

**Strategic leaders have to...
develop successful strategies**

- 9.00 Welcome and Introduction: **Giovanna Dossena**, professor of Business Economics & Management at the University of Bergamo and Entrepreneurial Lab Director
- 9:15 Teaser presentation: **Cardelus Arturo**, international executive and consultant
- 10.45 Coffee break

Coopetition: The Role of Behavioral and Technological Uncertainties

- 11.00 Welcome: **Gianfranco Rusconi**, Dean, Department of Management, Economics, Quantitative Methods at the University of Bergamo
- 11.10 Teaser presentation: **Giovanni Battista Dagnino** professor of Business Economics & Management at the University of Catania
- 12.30 Conclusion: **Giovanna Dossena**, professor of Business Economics & Management at the University of Bergamo and Entrepreneurial Lab Director

Guest Speakers' Bio

ARTURO CARDELUS Y MUNOZ-SECA, Arturo Cardelus y Munoz-Seca, MBA

is an international executive and consultant with over 40 years of C-level experience leading various organizations across a variety of industries and countries. Most recently, Arturo was the CEO of Ferrero Alternative Channels - a division of Ferrero group. Prior to that, Arturo has led and developed the Russian and CIS operations of Ferrero, growing the area more than tenfold from 2001 to 2012. Arturo has also served as Vice-president America's for Johnson-Wax (US), EVP of Estee Lauder (US), responsible of Barilla International (Italy) and President of the Intercontinental Division of Iberia Spain. Arturo studied Law in Spain and has an MBA with Distinction from Harvard.

GIOVANNI BATTISTA DAGNINO, PhD., is Professor of Business Economics and Management at the University of Catania. In addition, he is Visiting Professor at IE Business School in Madrid and at University of Rome LUMSA, faculty member of the European Institute for Advanced Studies in Management in Brussels, Fellow of the Strategic Planning Society in London, and Friend of the European Investment Bank Institute in Luxembourg. He has held visiting positions at Harvard Business School, Tuck School of Business at Dartmouth, Wharton School, London Business School, IESE Business School, Grenoble Ecole de Management, the University of Mannheim, and IAE Business School, Universidad Austral, Buenos Aires. He is Friend of the Strategic Management Society, where he is serving as Associate Program Chair for the Cooperative Strategies Interest Group and received several research grants and academic recognitions for his scientific work. He has authored/edited twelve books and several articles in leading journals, such as *Academy of Management Perspectives*, *Journal of Business & Industrial Marketing*, *Long Range Planning*, *Organization Studies*, *R&D Management*, *Strategic Management Journal*.