



UNIVERSITÀ
DEGLI STUDI
DI BERGAMO

Dipartimento
di Ingegneria Gestionale,
dell'Informazione e della Produzione

Networking Seminars Series

A.Y. 2024-2025 2nd Term

May, 27th 2025, 1:00-2:00 pm (CET)
Room C302, Via Pasubio 7/B, Dalmine (BG)

Presenter:

Andrea Buratti, Lucia Rodriguez-Aceves

Research assistants

@ UniBg - Department of Management, Information and Production Engineering
CYFE - Center for Young and Family Enterprise

TITLE – “CORPORATE PURPOSE IN FAMILY FIRMS: DRIVERS OF BUSINESS MODEL INNOVATION”

CO-AUTHORS – Giovanna Campopiano, Tommaso Minola

ABSTRACT

This paper explores how two dimensions of corporate purpose orientation, sense of belonging and sense of intention, and two dimensions of corporate purpose execution, explicitness and ingraining, combined with family ownership, lead to business model innovation, in terms of value creation, value capture, value delivery, and green innovation. Based on an inductive qualitative comparative analysis of a final sample of 19 Italian firms, it contributes to the literature to the strategy management literature with a set of propositions regarding corporate purpose, business model innovation, and family firms.

METHOD – Crisp set QCA on survey data

JOURNEY OF THE PAPER – working paper.

For further information, please refer to: wavelab@unibg.it