



MacLab Research Workshop

December 19th 2023

h. 11.00 – 16.00

Room Volpato

San Giobbe

Economics Campus

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11.00 | **Taking advantage of e-WOM to study the relationship between museums and visitors: the maritime cultural context**

Authors: Francesco Casarin, Elena Bellio, Umberto Rosin
Discussant: Massimiliano Nuccio

11.30 | **Digital Transformation across Italian Museum**

Authors: Elena Bellio, Francesco Casarin, Massimiliano Nuccio
Discussant: Maria Lusiani

12.00 | **A trajectory of cultural innovation: the case of Dance Well**

Author: Ilaria Foroni
Discussant: Giulia Cancellieri

12.30 | **Mapping theatre workers' careers in independent and institutional settings; a mixed-method network analysis**

Author: Manfredi De Bernard
Discussant: Camilla Ferri

13.00 – 14.00 | Break

14.00 | **Stereotypes in cultural tourism. Reflecting on the role of CCIs in the consumption of the heritage city**

Author: Margherita de Luca
Discussant: Maria Lusiani

14.30 | **Portfolio Diversification. Including Art as an Alternative Asset**

Authors: Diana Barro, Antonella Basso, Stefania Funari, Guglielmo A. Visentin
Discussant: Andrea Baldin

15.00 | **Paying Youths to Enjoy Art: the Italian Cultural Voucher "18app"**

Authors: Andrea Baldin, Anna Marenzi, Francesca Zantomio
Discussant: Stefania Funari

15.30 | **Exploring collaborative governance in the museum sector: practical dynamics and long-term institutional impact**

Author: Alessandro Gaballo
Discussant: Fabrizio Panozzo