

**UNIVERSITY OF FOGGIA**

Ph.D. Course in "Economic Sciences"

# RESEARCH SEMINAR

Department of Social Sciences

PhD Students Teaching Room

Via A. Da Zara, 11 - Foggia

## BRIDGING RIGOR AND RELEVANCE IN STRATEGIC MANAGEMENT RESEARCH

**APRIL 13, 2026**

*h. 09.30 - 13.00*

### PROF. PAUL MARC MATTHYSSENS

Emeritus Professor of Strategic Management at the  
University of Antwerp (Belgium)  
Professor (Ret.) of International Business at the  
University of Milano-Bicocca (Italy)



- The foundations of a strong academic paper
- Applications in the field of digital service innovation
- A guided visit to recently published academic papers
- Final recommendations and thoughts on rigor & relevance for impact

For additional info, contact Prof. Antonio Corvino:



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