



**MOC Competitiveness Research Day**

**[Zoom Link For the Day](#)**

8:00 a.m. – 8:15 a.m.	<b>Framing the Research Session</b> <b>Philippe Gugler</b>
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**Session 1 : Keynote**  
**Chair : Philippe Gugler**

8:15 a.m. – 9:00 a.m.	<b>Jose-Luis Hervas-Oliver, Full Professor of Innovation and Strategy, Polytechnic University of Valencia (Spain)</b> Industry 4.0 in firms, clusters and regions: the new digital imperative
9:00 a.m.- 9:15 a.m.	<b>Break</b>

**Session 2: Papers Presentations**  
**Chair: Eleanor Doyle**

9 :15 a.m. – 9 :45 a.m.	<b>CSV strategy and clustering for improvement of the stone and marble sector's competitiveness: Empirical evidence from Hebron</b> Ibrahim M. Awad and Neda A. D. Alnatsha Discussant: Viviana Elizabeth Zárate-Mirón
9:45 a.m. – 10:15 a.m.	<b>Shared Value Initiatives and Gamechangers: A Framework to Assess Emergent, Sustainable and Disruptor Impact</b> Ken Charman and Janet Tan Discussant: Fernando Alberti
10:15 a.m – 10:45 a.m.	<b>Public Support and Returns from Innovation: Evidence from European Countries</b> Marzenna Anna Weresa and Marek Lachowicz Discussant: Ken Charman
10:45 a.m.- 11:00 a.m.	<b>Break</b>

**Session 3: Papers Presentations**  
**Chair: Christian Ketels**

11:00 a.m. – 11:30 a.m.	<b>Resilience and specialization – How German regions weathered the Great Recession well</b> Christian Hundt and Lennart Grün Discussant: Federica Belfanti
11:30 a.m – 12:00 p.m.	<b>Regional resilience and cluster strength: The case of the U.S. in the Great Recession</b> Viviana Elizabeth Zárate-Mirón and Rosina Moreno Serrano Discussant: Christian Hundt
12:00 p.m. – 12:30 p.m.	<b>Turning green. Mapping the green transition in Italian clusters</b> Federica Belfanti, Fernando Alberti, and Massimo Riva Discussant: Lennart Grün

12:30 a.m. – 12:45 p.m.	<b>Further agenda for research and Conclusion</b> Christian Ketels
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