



北京师范大学  
经济与工商管理学院  
BNU Business School



unimc  
UNIVERSITÀ DI MACERATA

l'umanesimo che innova

# 数字经济与可持续发展研讨会

Digital Economy and Sustainability in an Interdisciplinary Perspective

中国 · 北京  
Beijing, China

2024年6月1日  
1<sup>st</sup> June, 2024



北京师范大学  
经济与工商管理学院  
BNU Business School



unIMC  
UNIVERSITÀ DI MACERATA  
l'umanesimo che innova



# Digital Economy and Sustainability in an Interdisciplinary Perspective

## Beijing, China, 1<sup>st</sup> June 2024

### 8:30 - 8:50 am Introduction and Welcome Address

RM 9406, Jingshi Building

- **Alessandra Guidi**, Scientific Attachè Italian Embassy in China
- **CAI Hongbo**, Representative of Beijing Normal University and Principal Investigator for BNU within Trust Project
- **Francesca Spigarelli**, Coordinator Trust Project, UniMC  
(moderator HU Conghui, Beijing Normal University)

### 8:50 - 9:00 am Group Photo

### 9:00 - 12:10 am Session I

#### Digitalization in a Multi-disciplinary Perspective

RM 9406, Jingshi Building

- **Trade and Economic Development in the Digital Era**  
YU Jiajie, Beijing Normal University
- **Can Digital Economy Continually Contribute to a Low-carbon Status and Sustainable Development?**  
MA Zihao, Beijing Normal University
- **“Specialized and Innovation” Policies and Corporate R&D Decision-Making**  
LI Junyi, Beijing Normal University
- **Blockchain Traceability to Promote the Circular Economy of Products**  
Rafael Genés, Carla Brugulat, ESELEOS
- **The Value of AI-generated Characters in Online Social Networks**  
GONG Shiyang, Beijing Normal University
- **Crypto Assets: A Common Law Perspective**  
Peter Stewart, Gresham Legal, London

### 10:20 - 10:35 am Tea Break

RM 9407, Jingshi Building

- **A Study of the Synergistic Effect of Digitalization and ESG Performance on the Cost of Corporate Debt Financing**  
HAN Minmin, Beijing Normal University
- **Building Trust with Legal Tools. A Restrospective Overview on Legal Turn in Innovation Processes**  
Massimo Meccarelli, UniMC
- **Technological Innovation and the Transformation of Modern Civil Liability Systems**  
Manuel A. Bermejo Castrillo, University Carlos III de Madrid
- **Preliminary Reflections on Regulation on Digital Service Platform: The Perspective of Asset Specificity**  
HU Junhong, Beijing Normal University





北京师范大学  
经济与工商管理学院  
BNU Business School



unIMC  
UNIVERSITÀ DI MACERATA  
l'umanesimo che innova



- **Product Liability and Artificial Intelligence Liability for Damages**

ZHENG Feihu, WU Jiaqi, Beijing Normal University

- **Linking Digitalization to Humanity in Management: Challenges and Opportunities**

LI Ran, Beijing Normal University

(moderator Roberto Pagani, Politecnico di Torino)

---

**12:15 am - 1:15 pm Lunch Break**

**RM 9407, Jingshi Building**

**1:15 - 3:50 pm Session II**

**Industry and Digital Innovation**

**RM 9406, Jingshi Building**

- **Blockchain and the Fashion Industry**

Elena Cedrola, Loretta Battaglia, UniMC

- **The Agrifood Industry and Technology for Traceability**

Francesca Spigarelli, UniMC

- **AI and the Ship Industry**

Attilio Mucelli, Marche Polytechnic University

- **Blockchain and SMEs: Impacts on the Value Chain and Competitive Advantage**

Elena Cedrola, Marta Giovannetti, UniMc

- **Architecture and Technologies**

Michele Bonino, Politecnico di Torino

---

**2:25 - 2:40 pm Tea Break**

**RM 9407, Jingshi Building**

- **Enterprise Digital Transformation, Carbon Emissions and Supply Chain Spillovers**

TU Xiwei, Beijing Normal University

- **Privacy and Transparency in Blockchain**

Jose Luis Muñoz, Universitat Politècnica de Catalunya

- **Smart Cities and Blockchain for Inclusive and Sustainable Communities**

Massimo Biasin, UniMC

- **AI and BCT: The Development of Technology for Sustainable Industry**

Emanuele Frontoni, UniMC

- **Blockchain and Distributed Ledger Technologies for Trustworthy Authentication and Traceability**

Giulia Rafaiani, Marche Polytechnic University

(moderator Massimo Meccarelli, UniMC)

---

**3:50 - 4:10 pm Concluding Remarks**

**RM 9406, Jingshi Building**

- **EU-China Cooperation for Sustainable Digital Development**

- **CAI Hongbo, Beijing Normal University**

- **Francesca Spigarelli, UniMC**

---

**5:30 - 7:00 pm Dinner**

**RM 203 & 206, Lanhui Restaurant**

