

MIT **Sloan** **CONFERENCE**
Management Review **Italia**

**THE REVIVAL OF MANAGEMENT
IN THE AGE OF AI**

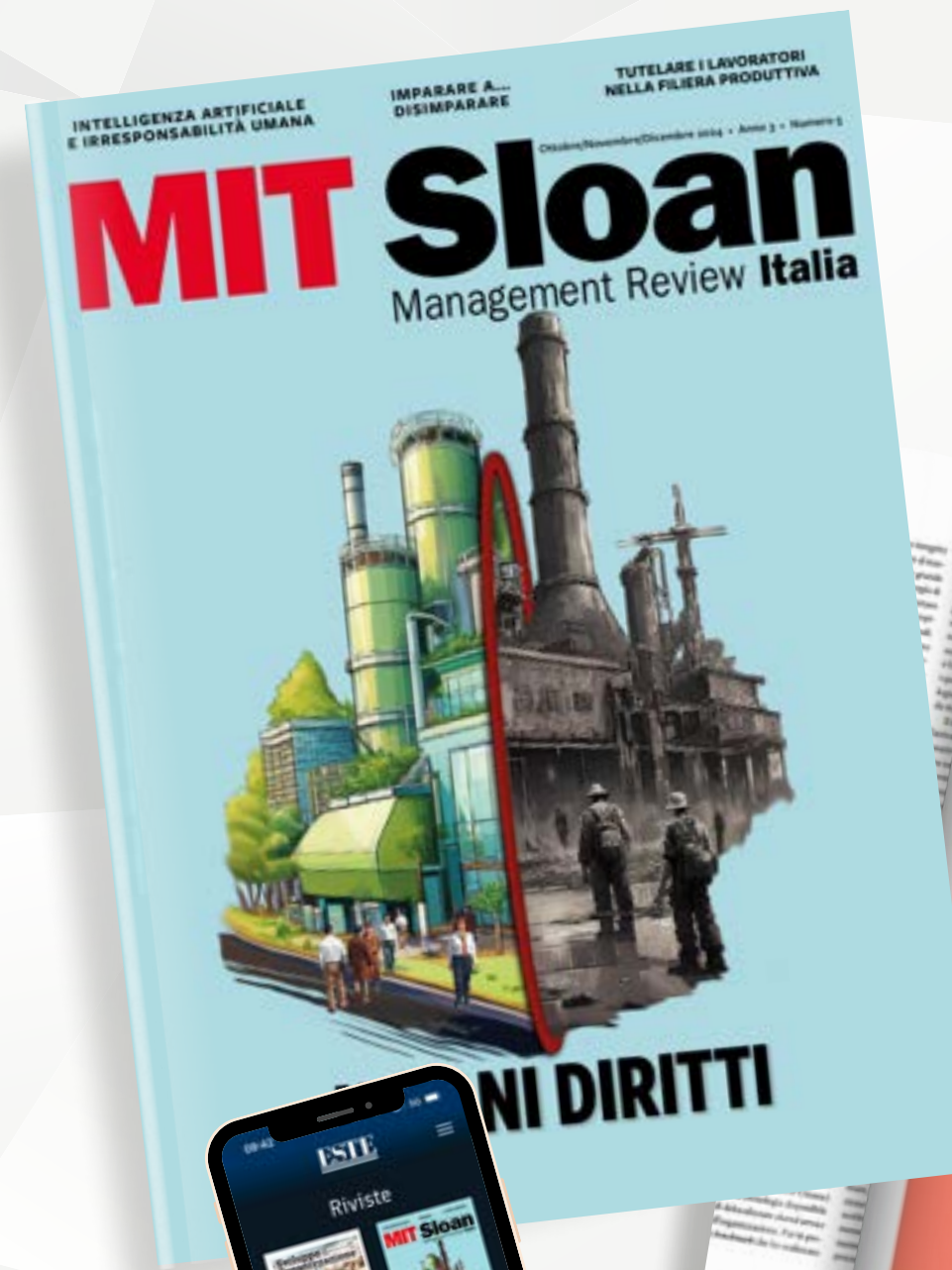
MILAN

27 - 28 MAY 2025

THE MAGAZINE

MIT Sloan Management Review Italia is the Italian edition of the magazine from the **Sloan School of Management**, the business school of the **Massachusetts Institute of Technology (MIT)**.

It is the magazine of the world's most important academic system on management and technology topics.



**DISCOVER THE
MEDIA KIT**

ESTE
Cultura d'impresa

THE THEME

THE REVIVAL OF MANAGEMENT IN THE AGE OF AI

The debate on the interaction between human labor and **Artificial Intelligence (AI)** is lighting discussions in science, management, and organizations. The idea of technology replacing humans is an old theme in management, and every major evolutionary leap brings with it the fear of becoming obsolete. With AI, however, it is no longer just about replacing manual labor but rather integrating **generative work**, enhancing human creativity.

The rise of AI is disorienting and risks making us lose sight of the **human factor**, which drives organizations and work. It is crucial to recognize the opportunities of automation **to enhance performance and personal autonomy**, but also to **reinvigorate management practices** and rethink the design of work itself. The new interconnections between technology and labor can serve as an opportunity to redesign relationships between people within organizations. We must focus on what happens **within working time**.

Perhaps the time has come **to worship leadership less** and instead focus on **managers who can balance productivity with human development**, fostering collaboration and **ensuring fair performance management**. Innovation, above all, requires **bold innovators**—people who deeply understand and skillfully manage the human factor.

THE SCIENTIFIC DIRECTOR

Barbara Quacquarelli is the **Content Manager of the MIT Conference** and the **Editor-in-Chief of MIT Sloan Management Review Italia**.

She is an **Associate Professor of Business Organization** at the **University of Milano-Bicocca** and an expert in **organizational change** related to **innovation and sustainability** in organizations. She teaches in executive education programs at various institutions.

She is also the **Head of Human Resources Development and Innovation Projects** at **SNA – National School of Administration of the Italian Prime Minister's Office**.

An **author of books and research on human resource management**, she conducts **training programs for managerial skill development** and provides **advisory services for organizational change projects** in businesses.



THE FORMAT

The **MIT Conference** takes place over two days: the prologue on **May 27**, which concludes with a **networking dinner**, and the conference on **May 28**. Speakers include **Italian and international academics, C-level executives from major Italian companies, and experts from partner organizations**. Access to the **MIT Conference** requires a **fee of €300 + VAT** (€180 + VAT for **Premium subscribers** of the magazine), including the **dinner on May 27**.



THE FORMAT

The conference on May 28 is structured around three types of sessions: Lectures, Reports, and Discussions.



LECTURE

40 minutes dedicated to the latest advancements in management sciences, presented by Italian and international experts.



DISCUSSION

40 minutes of debate and discussion between research findings and business practices (4–5 participants).




REPORT

25 minutes dedicated to managerial practices and real case studies, presented by managers from Italian and international companies.


MAY 27

 **17.00 CHECK-IN**

 **17.30 - 19.00**
PROLOGUE


 **19.00 APERITIF / DINNER**


MAY 28

 **09.00 - 11.00**

LECTURE DISCUSSION REPORT



 **11.00 COFFEE BREAK**


 **11.30 - 13.00**

LECTURE DISCUSSION REPORT

 **13.00 - 14.30 LUNCH**

 **14.30 - 17.00**

LECTURE DISCUSSION REPORT

 **17.30 - 19.00**

LECTURE DISCUSSION REPORT

THE AUDIENCE

The **audience** of the **MIT Conference** consists of **C-level managers** from complex organizations, typically **medium to large enterprises** with a strong focus on **innovation and internationalization.**





THE COMMERCIAL PROPOSAL

SPONSOR

15.000€

Participation in the conference program

Visibility services across all event communications

Excel file with the list of registered attendees and participants

Participation of 4 people in the networking dinner on May 27

5 complimentary passes for company staff

10 complimentary passes (including dinner) for clients and prospects (€100 per additional pass beyond 10)

Exhibition desk located near the conference hall

EVENT PARTNER

8.000€

Visibility services across all event communications

Excel file with the list of registered attendees and participants

Participation of 2 people in the networking dinner on May 27

4 complimentary passes for company staff

6 complimentary passes (including dinner) for clients and prospects (€100 per additional pass beyond 6)

Exhibition desk located near the conference hall



CONTACTS

PROJECT MANAGER
GIULIA ZICCONI

giulia.zicconi@este.it
340.8236039



GIULIA ZICCONI