

# Business for Society

## Ph.D Seminar

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**Woven Denim Tales: the case of BMI process in Candiani Denim, the 4th generation Italian denim manufacturing company**

### Abstract

Through this research, the author explores the intricacies of the business model innovation process and elucidates the underlying mechanisms that instigate its emergence. The investigation is grounded in an interpretative revelatory study of Candiani Denim, an Italian fourth generation denim manufacturer, and the only vertically integrated weaving mill operating in Europe in the Ticino Natural Park. Taking process perspective, the analysis reveals how the recognition of dormant cultural capital within the firm can shape the process of business model innovation to face adverse market conditions.

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Piazza dell'Ateneo Nuovo, 1  
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Wednesday, June 19th, 2024  
h. 9:30 - 10:30  
**room De Lillo** (II floor U7)

