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## *Preface*

ICQIS2025 was the sixth edition of the International Conference on Quality, Innovation and Sustainability, proudly coordinated by the International Scientific, Advisory and Organizing Committees. This year, the conference took place in the charming city of Urbino, Italy — a UNESCO World Heritage Site renowned for its cultural legacy and academic tradition.

Originally launched in northern Portugal, the ICQIS conference series has continued to expand, establishing itself as a vibrant platform for international exchange. In 2025, the event once again offered an opportunity for scholars, researchers, professionals, and practitioners to present cutting-edge contributions and engage in rich discussions on quality, innovation, and sustainability across the domains of engineering, business, and societal transformation.

The 2025 edition brought together one hundred and forty-four authors from fourteen countries, reflecting the global relevance and growing impact of the conference. The diversity of topics discussed — ranging from digital transformation and circular economy to lean management, sustainable tourism, Industry 5.0, human-centric innovation, and inclusive leadership — highlights the interdisciplinary nature of the event and the shared commitment to building more sustainable and resilient systems.

A key highlight of ICQIS2025 was the participation of three outstanding keynote speakers. Professor Rodrigo Lozano, affiliated with TU Dresden, Vienna University of Economics and Business, and the Central University of Technology in South Africa, delivered an insightful presentation on tools, initiatives, and approaches for sustainability in organizations, emphasizing the integration of sustainable practices into organizational strategies.

Professor Maria Francesca Renzi, Full Professor at Roma Tre University and President of the Italian Association of Commodity Science (AISME), offered a forward-looking lecture on the digital transformation and its social impacts in the agri-food sector. Her talk explored emerging trends and the evolving intersection between technological innovation, sustainability, and societal well-being.

Lastly, Professor Jiju Antony, Vice President of Research at the International Academy for Quality, discussed the application of Lean Six Sigma in higher education, addressing challenges, benefits, tools, techniques, and providing examples of successful projects.

The Organizing Committee is deeply grateful to all participants, authors, and reviewers for their invaluable contributions. Every paper presented offered a chance to explore innovative research questions, modelling approaches, case studies, and critical perspectives. We also sincerely thank the members of the International Scientific Committee and Advisory Committee for their dedication and efforts, which helped ensure the quality and relevance of the conference content.

ICQIS2025 was a forum not only for presenting results, but also for nurturing collaboration, strengthening academic and professional networks, and envisioning new paths for sustainable innovation.

We look forward to welcoming all of you again at ICQIS2026.

Chair of ICQIS 2025

Prof. Federica Murmura

Urbino (Italy), June 2025

## ***Track D***

### **Cross-border Shopping in Cross-Border and Online Areas: The Italian Case**

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#### **Abstract**

Cross-border shopping is an increasingly widespread phenomenon, which involves crossing national borders to buy products/use services abroad. This practice has become a daily activity, especially for consumers who live in border areas.

The study of cross-border shopping began in the mid-90s, focusing on the areas of North America, China-Hong Kong and Europe. In most cases, outshopping satisfies the needs of consumers, bringing mainly economic benefits, but this practise is also often accompanied by travel, gastronomy, and vacation activities. To facilitate understanding the aspects of cross-border shopping, an analysis of the most interesting cases found in the West was carried out.

Among the studied cases, a few examples can be mentioned: the Mexico-USA case, which shows how Mexican cross-shoppers usually spend an average of three nights away when they go to the USA to shop and the Germany-Dutch Bank case, which highlights how market exchanges and customer loyalty depend on transnational, social and economic exchange mechanisms and the Croatia-Serbia case, which focuses on the influence of psychological factors on consumer purchasing behavior (helping behavior, ethnocentrism and perceived quality of products. Other cases of relevance analysed in the study are those of Germany and Switzerland and Poland and Ukraine.

Following these studies, the empirical research conducted on the Italian case is presented. Two methods of cross-border shopping are specified: in physical mode in the cross-border areas of Northern Italy and on the border with San Marino, and in online mode, reserved for consumers who live in the areas of central and southern Italy. As a research methodology, the online questionnaire was used, customized according to the area of residence; it investigated economic and psychological aspects, through semi-structured questions.

After an initial part aimed at collecting demographic data, it proceeded to analyse consumer behavior: cross-shoppers in physical mode usually cross the border to buy clothing, personal care products and food and the main destinations are San Marino, Italy and Switzerland; cross-shoppers in online mode mainly buy clothing, electronics and personal care products from Asian and European websites.

With reference to the economic and psychological motivations analysed, it is evident that people who practice cross-border shopping have more confused ideas than those who practice it in online mode, at least on an economic level. On the psychological level, however, the results underline how the economic patriotism of Italians is superficial and limited to morality, which declines when the possibility of saving arises.

**KEYWORDS:** Cross-border Shopping, Benefits, Italy, Consumer Behavior, Economic Patriotism