

INTERNATIONAL CONFERENCE ON MANAGEMENT OF INNOVATION AND ENTREPRENEURSHIP

Conference Theme

PARALLEL TRANSFORMATIONS:

Responding to the AI Revolution and Global Crises through innovation and Entrepreneurship

Special Track Proposal

Track Title <i>Please provide a concise and engaging title for the proposed track</i>	Sustainable Innovation and Digital Entrepreneurship in Times of Permacrisis
Track Description <i>Please provide a detailed description of the proposed track (approximately 800–1,000 words), outlining:</i> • Motivation and relevance of the track; • Key research challenges and emerging issues addressed • Track's contribution to the conference theme • Examples of topics and research questions that would fit within the track	Innovation and entrepreneurship today unfold against overlapping global crises — pandemics, geopolitical conflict, energy shocks, inflationary pressures, and climate emergency — that have turned instability into a structural feature of the environment in which organizations operate. This condition is captured by the notion of permacrisis: an extended period of instability and insecurity resulting from a succession of critical events (Henig & Knight, 2023; Katsikas et al., 2025). Under permacrisis, innovating sustainably is no longer discretionary but a precondition for organizational resilience (Sindakis et al., 2025), and firms must continuously rebuild their readiness to adapt (Spaniol et al., 2026). Alongside this new normal runs a second transformation: the rise of Artificial Intelligence (AI), the latest disruptive technological wave, which is reshaping everyday life, society, and business. A growing body of research highlights the potential of AI to drive sustainable innovation — the development of new products, processes, services, and technologies that meet human needs while respecting natural resources and their regeneration capacity (Tello & Yoon, 2008), thereby creating value that is economically viable, socially inclusive, and environmentally responsible over time (Afeltra et al., 2023; Cillo et al., 2019), without depleting the human, social, or ecological systems that sustain it (Ciasullo et al., 2020). Firms adopting AI are renewing their business models (e.g., towards circularity), creating new businesses, and redesigning workflows (McKinsey, 2025). AI reshapes cost structures, supports revenue growth, and automates decision-making (Secundo et al., 2025); it frees employees from repetitive tasks for more strategic and creative work (Ghobakhloo et al., 2023); it assists decision-making under uncertain and vulnerable circumstances (Gama & Magistretti, 2025); and it enables the monitoring of water and energy use, more efficient resource allocation, and more resilient supply chains and business ecosystems (Torrent-Sellens et al., 2025). Yet AI is also a source of profound innovation paradoxes. By 2028, AI-dedicated data centers in the United States are projected to consume electricity equivalent to that used by 22% of American households, and by 2030 to withdraw around six billion cubic meters of water per year for cooling (MIT Technology Review, 2025). AI is reshaping labor markets and skill requirements, can erode human autonomy and judgment, and exposes organizations to ethical risks and over-reliance in decision-making (Mikalef et al., 2022). The same technology celebrated as an engine of sustainable value creation can thus become a driver of unsustainable outcomes. This tension is particularly salient for digital entrepreneurship. Digital technologies have reshaped entrepreneurial processes and outcomes (Nambisan, 2017; Sánchez-García et al., 2025), and entrepreneurs increasingly embed them in business models to create environmental and social value (Gregori & Holzmann, 2020; George et al., 2021). AI

	radicalizes this dynamic: by redefining opportunity recognition, venture creation, and business model design (Chalmers et al., 2021; Nevi et al., 2025), it amplifies entrepreneurs' capacity to translate sustainability goals into viable ventures — an agency all the more critical in times of crisis (Doern et al., 2019) — while importing into entrepreneurial action the paradoxes outlined above. Whether AI strengthens or undermines sustainable value creation depends on resources, competences, and readiness that established firms and new ventures still largely lack (Al Dhaheri et al., 2024; Escoz Barragan et al., 2025; Gómez Gandía et al., 2025). Herein lies the gap this track addresses: while the benefits and the dark sides of AI have each attracted growing attention, far less is known about the conditions — capabilities, governance mechanisms, and ecosystem configurations — under which AI reinforces, rather than erodes, the relationship between digital entrepreneurship and sustainable innovation. Addressing this gap requires treating AI not merely as a technological catalyst, but as an object of responsible innovation, whose development and deployment should be anticipatory, inclusive, reflexive, and responsive (Stilgoe et al., 2013). The track thus contributes to the conference theme, Parallel Transformations, in both of its dimensions. It engages the AI revolution not as a mere technological wave but as an innovation phenomenon whose promises and paradoxes must be responsibly governed, and it frames the permacrisis as the structural condition under which innovation and entrepreneurship now unfold. At the intersection of these two transformations, the track offers a space to debate how innovation management and entrepreneurship research can help convert a double disruption into sustainable value for business and society. Research questions of interest include, at the organizational level: Which capabilities and governance mechanisms enable established firms to integrate AI into innovation practices while safeguarding environmental and societal well-being? How can organizations balance AI's efficiency and growth benefits against its ecological and social costs when designing AI-enabled sustainable business models? At the entrepreneurial level: How can digital entrepreneurship and AI-enabled new ventures act as engines of sustainable and responsible innovation under permacrisis conditions? How does AI reshape opportunity recognition, venture creation, and business model design for sustainability-oriented entrepreneurs? At the ecosystem and institutional level: What governance conditions ensure that AI promotes responsible and sustainable forms of innovation? Which configurations of entrepreneurial ecosystems build readiness for sustainable innovation in turbulent environments? And transversally: When does AI adoption generate dark-side, unsustainable outcomes, and how can these be anticipated and mitigated? Welcome topics include: AI-enabled sustainable and circular business models; responsible AI governance and responsible innovation frameworks; digital and sustainable entrepreneurship; AI-driven opportunity recognition and venture creation for sustainability; organizational readiness, dynamic capabilities, and resilience under permacrisis; paradoxes and dark sides of AI-driven innovation (environmental footprint, labour transformation, autonomy, ethics); AI for supply chain resilience and resource efficiency; human–AI collaboration in innovation processes; AI, skills, and workforce transformation; entrepreneurial ecosystems and AI-enabled innovation; and the twin (digital and green) transition. The track welcomes conceptual, qualitative, quantitative, and mixed-methods contributions at the individual, organizational, and ecosystem levels of analysis.
Keywords Please provide 4–6 keywords that best characterize the proposed track. Separate keywords using a semicolon (;)	Artificial Intelligence; Sustainable Innovation; Digital Entrepreneurship; Permacrisis
References Please include the key references supporting the relevance and positioning of the proposed track	Afeltra, G., Alerasoul, S. A., & Strozzi, F. (2023). The evolution of sustainable innovation: from the past to the future. <i>European Journal of Innovation Management</i> , 26(2), 386–421.

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Track Chairs <i>Please identify between 2 and 5 Track Chairs. For each Track Chair, provide:</i> • Full Name • Affiliation • Country • Email address • Research interests (optional)	Maria Vincenza Ciasullo – Department of Management and Innovation Systems (DISA-MIS), University of Salerno – Italy – mciasullo@unisa.it – Research interests: strategic management; innovation management, value co-creation, systems thinking. Miriana Ferrara – Department of Management and Innovation Systems (DISA-MIS), University of Salerno – Italy – mferrara@unisa.it – Research interests: sustainability management, digital transformation, innovation management, strategic management, Industry 5.0. Raffaella Montera – Sapienza University of Rome – Italy – raffaella.montera@uniroma1.it – Research interests: purpose and sustainability in strategy and innovation processes, digital transformation.
Short biography of each organizer <i>Please provide a short biography for each Track Chair (maximum 200 words per biography)</i>	Maria Vincenza Ciasullo, PhD in Business Administration, is Full Professor in Management, at the Department of Management and Innovation Systems, University of Salerno, Fisciano, Italy. She is also an Affiliate Research Professor at the Department of Management, University of Isfahan in Iran, and an Adjunct Professor at the Faculty of Business, Design and Arts, Swinburne University of Technology in Malaysia. She has over 25 years of experience in teaching and research. She has more than 150 research publications, also in many leading journals such as <i>Business Strategy and the Environment</i>, <i>European Journal of Innovation Management</i>, <i>Journal of Business and Industrial Marketing</i>, <i>Futures</i>, <i>The TQM Journal</i>, and <i>Total Quality Management and Business Excellence</i>, among others. Her main research interests include innovation management, sustainability management, value co-creation, and systems thinking. She is a member of the EISIC Scientific Committee, the Editor in Chief of the <i>TQM Journal</i>, and Associate Editor of the <i>Total Quality & Business Excellence Journal</i>. Miriana Ferrara, PhD in Big Data Management, is a post-doc research fellow at the Department of Management and Innovation Systems (DISA-MIS), University of Salerno, Fisciano, Italy. Her research interests cover topics, such as sustainability management, digital transformation, innovation management, strategic management, Industry 5.0. She took part in both national and international conferences and contributed to peer-reviewed papers and book chapters. She is affiliated with the European Academy of Management and Italian Management Society. Raffaella Montera, PhD in Marketing and Communication, is an Associate Professor of Business Management at the Department of Management, Sapienza University of Rome,

	Italy. She serves as both an author and/or a reviewer for leading international peer-reviewed journals in the fields of management, sustainability, and digital transformation, including <i>The TQM Journal</i>, <i>Business Strategy and the Environment</i>, <i>Business Ethics</i>, <i>the Environment & Responsibility</i>, and <i>Journal of Services Marketing</i>. She takes part in national and international conferences and received the Best Paper Award at the EURAM Conference 2025 (SIG Strategic Management). She also regularly serves as a reviewer for major international academic conferences, including the <i>Academy of Management Annual Meeting</i>, <i>EURAM Conference</i>, and the <i>Sinergie-SIMA Conference</i>. She has also been involved in collaborative research projects (e.g., the Erasmus+ IMPACT project). Her research explores how organizations integrate purpose and sustainability into their strategies and innovation processes, with a particular focus on the context of digital transformation.
Corresponding Track Chair <i>Please indicate the Track Chair who will serve as the primary contact person for all communications with the Conference Organizing Committee</i>	Maria Vincenza Ciasullo