

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>	From Algorithms to Startups: AI as the Engine of Modern Entrepreneurship
Track Description <i>Please provide a detailed description of the proposed track (approximately 800–1,000 words), outlining:</i> • <i>Motivation and relevance of the track;</i> • <i>Key research challenges and emerging issues addressed</i> • <i>Track's contribution to the conference theme</i> • <i>Examples of topics and research questions that would fit within the track</i>	Artificial Intelligence has crossed a threshold. What began as a set of optimization techniques confined to large, resource-rich firms has become a general-purpose technology that is redefining how ventures are imagined, launched, and scaled. The maturation of generative AI, large language models, and increasingly affordable machine-learning infrastructure means that AI is no longer a futuristic or elitist innovation: it is now accessible to individual founders and small teams at relatively low cost. This democratization has profound implications for the field of innovation and entrepreneurship. AI lowers barriers to entry, compresses product-development cycles, and reshapes the global innovation landscape, giving rise to a “green field” of scholarly inquiry in which established theories of opportunity recognition, resource assembly, and competitive advantage must be reconsidered. This track is motivated by the recognition that a significant gap persists between technical AI advancement and its practical application in creating sustainable, high-growth ventures. While the entrepreneurial promise of AI is widely acknowledged, the field still lacks robust theoretical frameworks and validated practices for translating AI capabilities into commercial value. The track responds directly to this gap, positioning AI not merely as a tool for efficiency but as a fundamental driver of new business models, new market categories, and new forms of entrepreneurial agency. In doing so, it speaks to one of the most dynamic and consequential areas of contemporary technological and economic landscape. The track engages several interlocking challenges that define the current research frontier. The first is theoretical: Entrepreneurship scholarship has yet to systematize how AI intervenes across the entrepreneurial process. Evidence suggests that generative AI mitigates early-stage information asymmetry and supports sophisticated problem-solving when combined with domain knowledge and effective prompt engineering, yet its usefulness appears to decline in later-stage exploitation activities characterized by higher task complexity. Understanding this uneven distribution of value across the venture lifecycle is a central open question. A second challenge is organizational and human-centered. AI simultaneously automates routine work and, paradoxically, holds the potential to “re-humanize” it, freeing time, creativity, and human capital for higher-order tasks. At the same time, it exerts pressure on organizations to raise productivity and remain competitive, with attendant risks of job displacement and widening inequality. The core dilemma is how to capture AI’s advantages in opportunity creation and productivity while avoiding its socially corrosive effects. A third cluster of issues concerns ethics, trust, and governance. As AI-driven products enter regulated markets, founders must navigate evolving regulatory regimes, algorithmic accountability, data privacy, and the erosion of human rights that can accompany irresponsible deployment. Building trust becomes a strategic capability, not a compliance afterthought.

	Finally, the track addresses ecosystem and financing challenges: what makes an AI venture investable, how investors assess defensibility in a landscape of commoditized models, and how AI interacts with adjacent Industry 4.0 paradigms, the Internet of Things, augmented reality, and blockchain to generate genuinely novel value propositions. This track contributes to bridge the technical and managerial dimensions of AI that are too often studied in isolation. Rather than treating AI as an engineering artefact, the track frames it as a phenomenon to be managed embedded in business models, entrepreneurial decision-making, organizational design, and ecosystem dynamics. It advances the conference’s mission by connecting rigorous academic inquiry with the practical realities faced by founders, managers, and investors. The track is designed to set up scholars, industry leaders, and the investment community around shared questions, fostering the kind of academia–industry dialogue that turns research into practice. Its expected outcomes identifying key success factors for AI-driven startups, articulating a roadmap for translating AI innovation into commercial ventures, and creating networking opportunities across communities map directly onto the conference’s value proposition of producing actionable, forward-looking knowledge. The track welcomes conceptual, empirical, and practice-oriented contributions. Indicative topics and guiding research questions include: • AI-native business models — How generative AI and machine learning create entirely new market categories and value-capture mechanisms. How do AI-native ventures differ structurally from AI-enabled incumbents in their paths to scale? • The entrepreneurial toolkit — Practical AI applications for opportunity identification, market validation, rapid prototyping, and customer acquisition. When does AI genuinely reduce entrepreneurial information asymmetry, and where does it introduce new blind spots? • AI across the venture lifecycle — The differential impact of AI on ideation, decision-making, performance, and exploitation. Why does AI’s contribution appear to weaken in late-stage entrepreneurial activities, and how can founders compensate? • Ethics and governance in AI startups — Regulatory navigation, algorithmic accountability, privacy, and trust-building. How do early-stage ventures operationalize responsible AI without sacrificing speed? • Financing the AI revolution — Investor perspectives on defensibility, valuation, and risk. What signals do venture capitalists and angel investors use to distinguish durable AI ventures from transient ones? • Human capital and the future of work — Re-humanization, skill reconfiguration, and inequality. Under what conditions does AI adoption expand rather than erode entrepreneurial employment? • Regional and sectoral case studies — Lessons from scaling AI ventures in specific industries or ecosystems, including the role of public recovery funding (e.g., NextGenerationEU) in accelerating digital entrepreneurship. By assembling these themes, the track aims to advance a coherent research agenda on the “AI-enabled entrepreneurial process,” offering theoretical clarity, practical guidance, and a platform for the interdisciplinary collaboration that this pivotal moment demands.
Keywords <i>Please provide 4–6 keywords that best characterize the proposed track.</i> <i>Separate keywords using a semicolon (;)</i>	- Artificial intelligence (AI) - AI ventures - AI-native business models - Ethics and responsibility in using AI - Entrepreneurship - Innovation
References <i>Please include the key references supporting the relevance and positioning of the proposed track</i>	Abuzaid, A. N., & Als bou, M. K. K. (2024, April). AI and entrepreneurship: Enablers, obstacles, and startups’ role in shaping the future economy. In 2024 International Conference on Knowledge Engineering and Communication Systems (ICKECS) (Vol. 1, pp. 1-6). IEEE. Aquino Jr, P. G., Kumar, M., Yadav, M., Amoah, J., Muv ingi, J., & Jibril, A. B. (2026). Applications of Artificial Intelligence (AI) in Business Entrepreneurship and Start-Ups: A Systematic Literature Review and Bibliometric Analysis. <i>Applied AI Letters</i>, 7(2), e70031Chalmers, D., MacKenzie, N.G. and Carter, S. (2021), “Artificial intelligence and entrepreneurship: implications for venture creation in the fourth industrial revolution”, <i>Entrepreneurship Theory and Practice</i>, Vol. 45 No. 5, pp. 1028–1053. Bessen, J., Impink, S. M., & Seamans, R. (2026). The business of AI-producing startups: evidence from a worldwide survey. In <i>Handbook of Artificial Intelligence and Strategy</i> (pp. 318-344). Edward Elgar Publishing.

	Daugherty, P.R. and Wilson, H.J. (2018), Human + Machine: Reimagining Work in the Age of AI, Harvard Business Review Press, Boston, MA. Elia, G., Margherita, A. and Passiante, G. (2020), “Digital entrepreneurship ecosystem: how digital technologies and collective intelligence are reshaping the entrepreneurial process”, Technological Forecasting and Social Change, Vol. 150, 119791. Fossen, F. M., McLemore, T., & Sorgner, A. (2024). Artificial intelligence and entrepreneurship. Foundations and Trends in Entrepreneurship, 20(8), 781-904. Iansiti, M. and Lakhani, K.R. (2020), Competing in the Age of AI: Strategy and Leadership When Algorithms and Networks Run the World, Harvard Business Review Press, Boston, MA.. Kraus, S. et al. (2020), contribution on AI and entrepreneurial decision-making and performance (full bibliographic details to be confirmed). Lévesque, M., Obschonka, M. and Nambisan, S. (2020), “Pursuing impactful entrepreneurship research using artificial intelligence”, Entrepreneurship Theory and Practice, Vol. 46 No. 4, pp. 803–832. Naeem, W., Butt, M. A., & Javeid, U. (2026). From entrepreneurship theory to startup execution: A simulation-based benchmark analysis of AI-enhanced venture decision systems in early-stage business performance. Social Science Review Archives, 4(1), 4065-4075. Werle, M., & Brem, A. M. (2026). Artificial Intelligence Startups: An Empirical Study of Business Model Innovation in Digital Entrepreneurship. IEEE Transactions on Engineering Management.
Track Chairs Please identify between 2 and 5 Track Chairs. For each Track Chair, provide: • Full Name • Affiliation • Country • Email address • Research interests (optional)	Valentina Ndou, University of Salento, Italy, valentina.ndou@unisalento.it Mirela Panait, Petroleum-Gas University of Ploiești, Romania, mirela.matei@upg-ploiesti.ro Félix Puime-Guillén, University of A Coruna, Spain, felix.puime@udc.es
Short biography of each organizer Please provide a short biography for each Track Chair (maximum 200 words per biography)	Valentina Ndou is Professor of Management Science and Engineering at University of Salento (Italy) and PhD advisor. She is certified associate professor with more than 20 years of experience with European, international and national research projects. She has extensive experience in teaching and education in subjects related to e business, Digital transformation, Entrepreneurship education, project management, innovative management of Tourism systems, developing countries. She serves as expert for project evaluation for different science and research funds and as senior international consultant of UN IOM organization for assisting Albanian Ministry of Education and sports and the office of negotiation in the EU. By conducting research and reporting she has authored more than 50 papers published on leading international journals such as Technology Forecasting & Social Change, Management Science; Current issues in tourism. Co-author and co-editor of different books. She is appointed as advisory expert of the International Academic council of World Tourism Forum Institute. She is a member of the scientific committee of the Contamination Lab of the University of Salento, the extra-curricular laboratory that aims to spread the culture of entrepreneurship in young students. She served as mentor for different development of innovative entrepreneurial projects, leading them toward obtaining awards. Mirela Panait currently holds the position of PhD Professor at Faculty of Economic Sciences, Petroleum-Gas University of Ploiesti (Romania). Starting with 2021, Mirela Panait is also a scientific researcher at the Institute of National Economy and PhD advisor at the doctoral school of the Romanian Academy. Her work experience derives from and includes teaching courses and seminars; research activities; participating in scientific conferences. Regarding research results, these are represented by publishing seven books and over 100 scientific papers in the field of interest: energy transition, foreign investment, capital market, corporate social responsibility and sustainable development. She has published articles in leading international journals, including Energy Policy, Land Use Policy, Energies, Sustainability and PlosOne. On the editorial level, the activity of Mrs. Mirela Panait is intense, being associate editor, guest editor or reviewer at prestigious journals within Emerald, Sage, Elsevier, Springer, Wiley, MDPI and IGI Global groups.

	Félix Puime-Guillén has a Degree in Economics and Business Administration and a Doctorate in Business Administration and Management. Nowadays, He is Professor at the Business Department of the Faculty of Business and Economics of the University of A Coruña (UDC), Spain. His research focuses on renewable energies, finance, entrepreneurship and circular economy. His research activity was developed in various international research projects and in several foreign research centers and universities. He was investigator of the University of A Coruna of several research projects and Erasmus+ projects. As a result of these investigations, articles in high-impact journals have been published.
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