

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>	AI as an Emerging Actor in Innovation: Reconfiguring Processes in Entrepreneurial Ecosystems
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	Motivation and relevance of the track Artificial Intelligence (AI) is rapidly reshaping the landscape of innovation and entrepreneurship. Initially conceived primarily as a technology supporting automation, information processing, and decision-making, AI is increasingly evolving into a more generative, adaptive, and autonomous force capable of participating directly in creative, strategic, and entrepreneurial processes. Recent developments in generative AI, intelligent agents, and Agentic AI are accelerating this transition, enabling systems that can generate knowledge, interact with humans, pursue goals, adapt to changing contexts, and contribute to complex decision-making. This technological transformation does not occur in isolation. Organizations, entrepreneurs, and innovation ecosystems are simultaneously facing persistent and interconnected economic, environmental, social, and geopolitical crises. Climate change, resource constraints, geopolitical instability, market disruptions, social inequalities, and growing uncertainty challenge traditional models of innovation and entrepreneurship and require new forms of adaptability, resilience, collaboration, and responsible value creation. Against this background, the track explores how AI is transforming innovation and entrepreneurship across multiple levels of analysis and how these transformations may support, or potentially complicate, organizational and societal responses to uncertain environments. It adopts a broad view of AI, encompassing generative AI, intelligent systems, AI-enabled platforms, autonomous agents, and emerging forms of Agentic AI. The focus is not limited to technological characteristics, but extends to their implications for innovation processes, entrepreneurial action, organizational capabilities, business models, collaboration, governance, and ecosystem dynamics. At the core of the track are three interrelated questions. First, who innovates? As AI increasingly contributes to ideation, knowledge creation, problem solving, and decision-making, the division of cognitive and creative work between humans and intelligent systems is being reconfigured. Second, what capabilities matter? As AI expands access to knowledge and analytical and generative resources, human judgment, contextual interpretation, AI orchestration, and the ability to evaluate and integrate AI-generated knowledge may become increasingly important sources of differentiation. Third, how does innovation change? AI may reshape opportunity recognition, experimentation, product and service development, strategic decision-making, venture creation, and business model innovation, with effects that may differ across stages of the innovation process. Together, these questions provide a unifying lens for examining AI-driven transformation across individual, organizational, entrepreneurial, and ecosystem levels. At the individual and team level, AI can transform creativity, knowledge generation, opportunity recognition, problem solving, and decision-making, while introducing new



configurations of human–AI collaboration. At the organizational level, AI may affect capabilities, structures, strategic processes, learning mechanisms, and business models. At the ecosystem level, it can reshape relationships among startups, established firms, universities, public institutions, platforms, investors, intermediaries, and other innovation actors. This multi-level perspective is central to the track.

Key research challenges and emerging issues addressed

A first challenge concerns the changing nature of human–AI collaboration. As AI systems become active contributors to ideation, knowledge creation, problem solving, and strategic analysis, traditional assumptions regarding creativity, expertise, and entrepreneurial cognition may need to be reconsidered. Research is needed to understand when AI complements human capabilities, when it substitutes selected activities, and how productive forms of collaboration can be designed while preserving meaningful human agency.

A second challenge concerns organizational capabilities and adaptation. AI may alter how organizations acquire, combine, and reconfigure knowledge and resources. Established perspectives such as dynamic capabilities, absorptive capacity, organizational learning, and resource orchestration may need to be revisited when intelligent systems participate directly in identifying opportunities, supporting strategic choices, and recombining resources.

A third area concerns entrepreneurship and business model innovation. AI can lower barriers to experimentation, accelerate venture creation, facilitate product and service development, and enable new value propositions. At the same time, it may alter competitive advantage by changing access to knowledge, capabilities, and entrepreneurial resources. Important questions therefore arise regarding how entrepreneurs identify and exploit AI-enabled opportunities and how intelligent systems affect value creation and value capture.

A fourth challenge concerns innovation ecosystems. AI may reshape knowledge flows, coordination mechanisms, power structures, and the roles played by ecosystem actors. Startups may use AI to overcome resource constraints, established firms may rely on external actors to access emerging capabilities, while universities, intermediaries, and public institutions may assume new roles in knowledge creation, governance, and capability development. AI itself may also become an increasingly active participant in ecosystem processes.

Finally, greater AI autonomy raises critical questions regarding governance, accountability, transparency, trust, control, intellectual property, and responsibility. These issues become particularly relevant when AI contributes not only to routine activities but also to strategic and entrepreneurial decisions.

Track's contribution to the conference theme

The track contributes to the conference theme by examining the intersection between these two transformations rather than treating them as separate phenomena. The track investigates how AI changes the mechanisms through which organizations and entrepreneurs innovate and, at the same time, how innovation and entrepreneurship can leverage emerging AI capabilities to respond to uncertainty, disruption, and societal challenges.

The track also connects levels of analysis that are often examined separately. By integrating individual, organizational, entrepreneurial, and ecosystem perspectives, it encourages dialogue across innovation management, entrepreneurship, organizational theory, information systems, and related fields.

Importantly, the track adopts an inclusive interpretation of AI. While Agentic AI and autonomous intelligent agents represent particularly promising research frontiers, the track also welcomes contributions on generative AI, AI-enabled decision-making, platform-based AI, entrepreneurial applications of AI, and other intelligent technologies. In this way,



	it captures both current developments and the transition toward increasingly autonomous and proactive AI systems. Examples of topics and research questions that would fit within the track The track welcomes theoretical and empirical contributions, including, but not limited to, conceptual, qualitative, quantitative, mixed-method, and comparative studies. Relevant topics and illustrative research questions include: AI-enabled entrepreneurship and entrepreneurial decision-making: How does AI influence opportunity recognition, experimentation, venture creation, scaling, and entrepreneurial performance? Organizational capabilities in the AI era: How does AI reshape dynamic capabilities, absorptive capacity, learning, knowledge management, and resource orchestration? Business model innovation and strategic renewal: How does AI enable new value propositions, organizational configurations, competitive strategies, and new forms of value creation? AI and innovation ecosystems: How does AI reshape collaboration among startups, established firms, universities, public organizations, platforms, investors, and intermediaries? How does it affect ecosystem orchestration and knowledge flows? Trust, accountability, and control: How should responsibility be allocated when AI contributes to innovation and entrepreneurial decisions? Which forms of human oversight are appropriate? Sustainability and AI-enabled innovation: How can AI support innovation addressing environmental and societal challenges, and what tensions may arise between technological acceleration, sustainability, and responsible innovation? Policy and institutional implications: How can policymakers and institutions foster AI-enabled innovation and entrepreneurship while addressing regulatory, ethical, societal, and competitive risks? Through these themes, the track aims to create a multidisciplinary forum for advancing theoretical and empirical understanding of how AI is transforming innovation and entrepreneurship across individual, organizational, and ecosystem levels.
Keywords <i>Please provide 4–6 keywords that best characterize the proposed track. Separate keywords using a semicolon (;)</i>	Artificial Intelligence (AI); Agentic AI; Generative AI; Business Model Innovation; Innovation Ecosystems; Entrepreneurial Ecosystems
References <i>Please include the key references supporting the relevance and positioning of the proposed track</i>	Alam, M. Z. (2026). Artificial intelligence and entrepreneurial opportunity recognition: a judgement-centred conceptual framework. <i>International Journal of Innovation Science</i>, 1- 22. D. B. Acharya, K. Kuppan and B. Divya, "Agentic AI: Autonomous Intelligence for Complex Goals—A Comprehensive Survey," in <i>IEEE Access</i>, vol. 13, pp. 18912-18936, 2025, doi: 10.1109/ACCESS.2025.3532853 Davenport, T., Guha, A., Grewal, D., & Bressgott, T. (2020). How artificial intelligence will change the future of marketing. <i>Journal of the academy of marketing science</i>, 48(1), 24-42. Farooq, A., Raza, S., Karim, N., Iqbal, H., Vasilakos, A. V., & Emmanouilidis, C. (2026). Evaluating and regulating agentic ai: A study of benchmarks, metrics, and regulation. <i>Information Fusion</i>, 104444. Park, J. S., O'Brien, J., Cai, C. J., Morris, M. R., Liang, P., & Bernstein, M. S. (2023, October). Generative agents: Interactive simulacra of human behavior. In <i>Proceedings of the 36th annual acm symposium on user interface software and technology</i> (pp. 1-22). Park, J. S., O'Brien, J., Cai, C. J., Morris, M. R., Liang, P., & Bernstein, M. S. (2023, October). Generative agents: Interactive simulacra of human behavior. In <i>Proceedings of the 36th annual acm symposium on user interface software and technology</i> (pp. 1-22).

	Raisch, S., & Krakowski, S. (2021). Artificial intelligence and management: The automation–augmentation paradox. <i>Academy of management review</i>, 46(1), 192-210. Sapkota, R., Roumeliotis, K. I., & Karkee, M. (2025). AI agents vs. agentic AI: A conceptual taxonomy, applications and challenges. <i>Information Fusion</i>, 103599. Vallé, R., Seitz, J., Kanbach, D. K., & Schuhmacher, M. C. (2026). The use of artificial intelligence in new product development: A systematic literature review, conceptual framework, and future research agenda. <i>Technovation</i>, 153, 103541. Wooldridge, M. (2021). A brief history of artificial intelligence: what it is, where we are, and where we are going. Macmillan+ ORM. Zeng, W., Zhu, H., Qin, C., Wu, H., Cheng, Y., Zhang, S., ... & Xiong, H. (2025). Application-driven value alignment in agentic ai systems: Survey and perspectives. <i>arXiv e-prints</i>, arXiv- 2506.
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)	Benedetta Pini University of Parma, Department of Engineering for Industrial Systems and Technologies, Viale delle Scienze 181/A, 43124 Parma, Italy Benedetta.pini@unipr.it Laura Monferdini University of Parma, Department of Engineering for Industrial Systems and Technologies, Viale delle Scienze 181/A, 43124 Parma, Italy Laura.monferdini@unipr.it Serena Filippelli University of Parma, Department of Engineering for Industrial Systems and Technologies, Viale delle Scienze 181/A, 43124 Parma, Italy Serena.filippelli@unipr.it Barbara Bigliardi University of Parma, Department of Engineering for Industrial Systems and Technologies, Viale delle Scienze 181/A, 43124 Parma, Italy Barbara.bigliardi@unipr.it Alberto Petroni University of Parma, Department of Engineering for Industrial Systems and Technologies, Viale delle Scienze 181/A, 43124 Parma, Italy Alberto.petroni@unipr.it
Short biography of each organizer <i>Please provide a short biography for each Track Chair (maximum 200 words per biography)</i>	Benedetta Pini is a Research Fellow at the University of Parma and holds a PhD in Industrial Engineering, with research focusing on innovation ecosystems, startup–corporate collaborations, digital transformation and public administration. Her work specifically examines how emerging technologies, particularly Artificial Intelligence, shape collaboration dynamics, resource orchestration, and value creation processes. She has contributed to several international conferences and has extensively investigated the adoption of AI across multiple contexts, including operational settings and the public sector, with particular attention to its organizational and innovation implications. Laura Monferdini graduated with honors in Management Engineering in 2022 and obtained her PhD in Industrial Engineering, defending a thesis entitled “Frameworks and Tools for Evaluating Logistics Processes and Enhancing Green, Resilient, Agile and Lean Performance (OLOGRAL)”. She is currently a Research Fellow and Adjunct Professor in Lean Management at the University of Parma. Her research focuses on supply chain and logistics systems, with an emphasis on performance evaluation and optimization through simulation, multi-criteria decision-making, and data-driven approaches. She investigates the integration of Artificial Intelligence and Industry 4.0 technologies to enhance resilience, sustainability, and innovation in complex industrial ecosystems. Her work has been published in international peer-reviewed journals and presented at international

	conferences. She has also served as Special Track Chair at international conferences in the fields of industrial engineering, operations management, and innovation. Serena Filippelli is a Research Fellow at the University of Parma and holds a PhD in Industrial Engineering. She teaches Product and Service Innovation at the same university. Her research focuses on innovation management, entrepreneurship, open innovation, digital technologies, artificial intelligence, and entrepreneurial ecosystems. She has published in international journals including Technological Forecasting and Social Change, Review of Managerial Science and Journal of Innovation & Knowledge. She has also organized and chaired several special tracks at international conferences on innovation, entrepreneurship, sustainability, and emerging technologies. Barbara Bigliardi is Full Professor of Management Engineering at the University of Parma. She graduated cum laude in Industrial Engineering and Management in 2004 and got her Ph.D. in Industrial Engineering in 2008, both at the University of Parma. Her research spans innovation, sustainability, and management, with over 200 publications. She serves on the Editorial Advisory Board of the European Journal of Innovation Management and as an Editorial Board Member of Sustainability. For her scientific achievements, she has been included among the world's leading scientists in major international rankings (Stanford/Scopus Top 2% Scientists since 2020). Alberto Petroni is Full Professor of Engineering Management at the Department of Engineering for Industrial Systems and Technologies (DISTI), University of Parma, where he currently serves as Deputy Director. He holds a degree in Business Administration from Bocconi University, Milan, and a Ph.D. in Industrial Innovation Sciences from the University of Padua. His research lies in the field of innovation and technology management, with particular emphasis on digital transformation, Industry 4.0, sustainable manufacturing, circular economy, and supply chain innovation. His more recent work has further explored the organizational and managerial implications of digitalization, including its applications to start-ups, healthcare supply chains, and sustainable production systems.
Corresponding Track Chair Please indicate the Track Chair who will serve as the primary contact person for all communications with the Conference Organizing Committee	Benedetta Pini Benedetta.pini@unipr.it