

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>	Knowledge Management and the Twin Transition: Navigating AI-Driven Change and Global Crises
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	The simultaneous pursuit of digital and green transformations, commonly referred to as the Twin Transition, is reshaping how organisations innovate, compete and respond to societal challenges. Rather than two independent trajectories, the Twin Transition involves potentially mutually reinforcing digital and sustainability transformations whose complementarities are not automatic, but depend on organisational mechanisms and capabilities that connect and orchestrate the two domains (Tabares et al., 2025). Coordinating these transformations is becoming increasingly urgent. Artificial intelligence is accelerating the digital transformation of products, processes and business models, while climate change, geopolitical instability, resource scarcity and other global crises are intensifying the need for more sustainable, circular and resilient organisational, supply-chain and innovation-ecosystem configurations (Nacchiero et al., 2024; Massari et al., 2025; Abbate et al., 2026). Together, these dynamics make the Twin Transition an increasingly knowledge-intensive challenge, requiring organisations to connect technological expertise, sustainability knowledge and insights distributed across supply chains and innovation ecosystems. Successfully navigating these interconnected transformations requires more than adopting new technologies or environmental practices. It depends on organisations' ability to create, integrate, share and apply different forms of knowledge across organisational, technological and institutional boundaries. Research on digital knowledge creation shows that digital technologies reshape how knowledge is generated, codified, exchanged and used, calling for renewed Knowledge Management processes and models (Cerchione et al., 2024; Centobelli et al., 2025). Knowledge Management can therefore connect the digital and green dimensions of transformation by converting data into actionable knowledge, integrating and recombining technological and sustainability expertise, fostering absorptive capacity and organisational learning, spanning knowledge boundaries, and coordinating innovation across supply chains and ecosystems. From this perspective, Knowledge Management represents a key organisational capability through which digital and green transformations can become genuinely interconnected. This track explores the reciprocal relationship between Knowledge Management and the Twin Transition in the context of the AI revolution and global crises. It examines how Knowledge Management processes and organisational capabilities shape the alignment of digital and sustainability knowledge, thereby influencing the relationship between the two transformations. Conversely, it considers how Twin Transition pathways reconfigure organisational knowledge bases, learning practices, competencies and inter-organisational knowledge flows. Industry 5.0 provides a complementary lens for examining how knowledge processes and enabling technologies can contribute to the integration of



sustainability, human-centricity and resilience within Twin Transition pathways. The track welcomes theoretical, empirical and methodological contributions examining how this interplay can foster sustainable innovation, organisational resilience and the development of new business models across firms, supply chains and innovation ecosystems. It particularly encourages cross-disciplinary contributions that connect Knowledge Management and the Twin Transition with innovation management, entrepreneurship, operations, and supply chain management.

Particular attention is devoted to the opportunities, tensions and trade-offs arising at the intersection of Knowledge Management and the Twin Transition. Digital technologies such as AI, digital twins, IoT and analytics can serve as knowledge infrastructures that support learning, prediction and decision-making, while sustainability and circularity objectives can reshape the types of knowledge that organisations create, acquire, share and apply. At the same time, the development of green and digital capabilities requires organisations to integrate and recombine heterogeneous knowledge held by human actors, organisational units and artificial intelligence systems, often across distinct professional, technological and institutional knowledge boundaries. Prior research suggests that digital technologies can enable transformative supply-chain capabilities, but that their effects depend on complementary capabilities, experimentation, collaboration, information sharing and organisational learning (Nacchiero et al., 2024; Massari et al., 2025). However, knowledge silos, cognitive boundaries, information overload and capability gaps may hinder these processes, leaving digital and green initiatives disconnected or even competing. The track therefore considers how Knowledge Management practices can help organisations address these barriers, coordinate distributed expertise and mitigate the unintended consequences of digital and green transformations.

RQ: How do knowledge processes and organisational capabilities shape, and respond to, the different ways in which digital and green transformations interact across organisations, supply chains and innovation ecosystems?

Indicative topics include, but are not limited to:

- Reciprocal relationships, complementarities and co-evolution between Knowledge Management and the Twin Transition
- Knowledge integration, recombination and boundary-spanning capabilities for connecting digital and green transformations
- Effects of the Twin Transition on organisational knowledge bases, routines and learning practices
- AI-enabled Knowledge Management and human-AI collaboration for sustainable digital innovation
- Green-digital competencies, absorptive capacity, organisational learning and transformative capabilities
- Knowledge ecosystems, open innovation and inter-organisational collaboration for the Twin Transition
- Transformative capabilities for circular, resilient and digitally enabled supply chains
- Digital twins, IoT and analytics as knowledge infrastructures for sustainability and decision-making
- Knowledge and data governance, trust, cybersecurity and responsible AI
- Crisis-driven learning, knowledge continuity and Twin Transition pathways
- Sustainable and digitally enabled business-model innovation and entrepreneurship
- Twin Transition readiness, barriers and opportunities for SMEs
- Industry 5.0 as a lens for examining sustainability, human-centricity, resilience and enabling technologies within Twin Transition pathways
- Impact of Industry 5.0 technologies on the achievement of the SDGs
- Paradoxes of the twin transition: non-green technologies addressing green problems
- Data-driven business models to meet the twin transition needs of different companies and sectors



Keywords Please provide 4–6 keywords that best characterize the proposed track. Separate keywords using a semicolon (;)	Twin Transition; Knowledge Management; Digital Innovation; Sustainable Innovation
References Please include the key references supporting the relevance and positioning of the proposed track	Abbate, S., Centobelli, P., Di Gregorio, M., & Pagnotto Mogrovejo, G. (2026). Exploring the configurations and evolutionary dynamics of industrial symbiosis networks: A complex adaptive systems-based perspective. <i>Journal of Innovation & Knowledge</i>, 14, 100974. https://doi.org/10.1016/j.jik.2026.100974 Centobelli, P., Cerchione, R., Oropallo, E., Papa, A., & Palermo, S. (2025). Digital knowledge management in agile self-tuning organisations: A multiple case study. <i>Journal of Knowledge Management</i>, 29(1), 222-246. https://doi.org/10.1108/JKM-04-2024-0460 Cerchione, R., Centobelli, P., Borin, E., Usai, A., & Oropallo, E. (2024). The WISED knowledge-creating company: Rethinking SECI model in light of the digital transition. <i>Journal of Knowledge Management</i>, 28(10), 2997-3022. https://doi.org/10.1108/JKM-02-2024-0133 Cerchione, R., Centobelli, P., Oropallo, E., Magni, D., & Borin, E. (2023). Knowing what you don't know: A tertiary study on knowledge management. <i>Journal of Knowledge Management</i>, 27(9), 2548-2578. https://doi.org/10.1108/JKM-07-2022-0589 Massari, G. F., Nacchiero, R., & Giannoccaro, I. (2024). Circular supply chains as complex adaptive ecosystems: A simulation-based approach. <i>Journal of Cleaner Production</i>, 475, 143517. https://doi.org/10.1016/j.jclepro.2024.143517 Massari, G. F., Nacchiero, R., & Giannoccaro, I. (2025). Transformative supply chains: The enabling role of digital technologies. <i>International Journal of Production Economics</i>, 283, 109562. https://doi.org/10.1016/j.ijpe.2025.109562 Nacchiero, R., Massari, G. F., & Giannoccaro, I. (2024). Supply chain transformative capabilities and their microfoundations for circular economy transition: A qualitative study in Made in Italy sectors. <i>Business Strategy and the Environment</i>, 33(8), 8695-8715. https://doi.org/10.1002/bse.3939 Tabares, S., Parida, V., & Chirumalla, K. (2025). Twin transition in industrial organizations: Conceptualization, implementation framework, and research agenda. <i>Technological Forecasting and Social Change</i>, 213, 123995. https://doi.org/10.1016/j.techfore.2025.123995
Track Chairs Please identify between 2 and 5 Track Chairs. For each Track Chair, provide: • Full Name • Affiliation • Country • Email address • Research interests (optional)	• Piera Centobelli, University of Naples 'Federico II', Italy, piera.centobelli@unina.it • Giovanni Francesco Massari, Polytechnic University of Bari, Italy, giovannifrancesco.massari@poliba.it • Eugenio Oropallo, Sapienza University of Rome, Italy, eugenio.oropallo@uniroma1.it • Eleonora Rizzitello, University of Palermo, Italy, eleonora.rizzitello@unipa.it • Giuditta Pagnotto Mogrovejo, University of Bergamo & University of Naples 'Federico II', Italy, giuditta.pagnottomogrovejo@unibg.it
Short biography of each organizer Please provide a short biography for each Track Chair (maximum 200 words per biography)	• Piera Centobelli is Associate Professor at the Department of Industrial Engineering of the University of Naples Federico II, Italy. Piera is currently Professor of Circular Resource Management and Business and Organization at the same university. In 2013, Piera received with honors the MSc Degree in Engineering Management at the University of Naples Federico II, Italy. In 2016, she held a Ph.D. in Technology and Production Systems at the Department of Chemicals, Materials and Industrial Production Engineering (DICMAPI) of the same university. From 2013 until 2016 she joined the Fraunhofer Joint Laboratory of Excellence on Advanced Production Technology (J-LEAPT) in partnership with Fh-IWU of Chemnitz. She is supervisor of many MSc students and thesis supervisor of PhD students of the PhD programme "Technology, Innovation and Management" of the University of Bergamo and University of Naples 'Federico II'. Her research interests focus on circular economy,



triple bottom line, environmental, economic and social sustainability, logistics and supply chain management, knowledge and technology management, operations management, decision support systems, Industry 4.0, digital transformation, digital factory.

- Giovanni Francesco Massari is a Tenure-Track Researcher at the Polytechnic University of Bari – Italy. His main research interests concern the investigation of organizational systems in industrial contexts, including linear and circular supply chains, circular economy networks and organizational teams, with a particular focus on the structural and relational determinants affecting the collective processes and performance on complex and turbulent environments. His research has appeared in journals such as Journal of Cleaner Production, Sustainability Accounting and Management Journal, Proceedings of the National Academy of Sciences of the United States of America (PNAS), IEEE Transactions on Engineering Management, International Journal of Production Economics, and Journal of Business Research.
- Eugenio Oropallo is a researcher in Management Engineering at Sapienza University of Rome. He holds a PhD in Technology, Innovation and Management from the University of Bergamo. His research interests lie at the intersection of knowledge management, digital transformation, innovation management, supply chain management, resilience, and sustainability. His work particularly explores how emerging digital technologies reshape knowledge creation, sharing, and use within organisations and inter-organisational networks. He has published in several international journals including the Journal of Knowledge Management, Technovation, Information & Management, Journal of Business Research, IEEE Transactions on Engineering Management, and Journal of Cleaner Production. He is also the coordinator of the Knowledge Management Special Interest Group of the Italian Association of Management Engineering (AiIG). Before pursuing an academic career, he worked as a Quality Engineer in the automotive industry, gaining professional experience in quality management, industrial processes, safety, and applied R&D projects.
- Eleonora Rizzitello is a postdoctoral researcher in Management Engineering at the Department of Engineering of the University of Palermo. She recently defended her PhD thesis on venture capital decision-making in green investments. Her research focuses on green investments, particularly from a venture capital perspective. She has explored this topic through the lenses of environmental policy and heuristics. Her work also examines circular business models and the behavioural drivers of green operations. She is a visiting scholar at the Vrije Universiteit of Amsterdam where she is further conducting research in the sustainability and venture capital domain.
- Giuditta Pagnotto Mogrovejo holds an MSc Degree in Management Engineering – Green and Sustainable Manufacturing Management from the University of Naples Federico II, Italy, where she graduated with honours (110/110 cum laude). She is currently pursuing a joint Ph.D. programme at the University of Bergamo and the University of Naples Federico II under the supervision of Prof. Piera Centobelli. Her doctoral research focuses on the Twin Transition, with particular attention to the interplay between digital and green transformations and the organisational capabilities required to support their integration. Her Master's thesis, "Maturity Model for Remanufacturing Through the Lens of the Paradox Theory" included an international research experience at the Universitat de Barcelona, Spain, in collaboration with the University of Derby, Universidade Presbiteriana Mackenzie, Parthenope University of Naples and the University of Naples Federico II. She also participated in the Erasmus+ programme at the University of Łódź, Poland. In 2025, she joined the Agritech – National Center for the Development of New Technologies in Agriculture, Spoke 8, contributing to research on circular economy, waste valorisation, recycling, and strategies supporting firms in the adoption of circular practices. Her research interests focus on Twin Transition, Industry 5.0, circular economy, sustainability and digital transformation.





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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>	Piera Centobelli



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