

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 Sustainability Claims and Actions to Value Creation: Innovation, Transformation and Accountability
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	Sustainability has progressively moved from a peripheral concern to a central dimension of innovation, entrepreneurship, and strategic management. Organisations are increasingly expected not only to address environmental and social challenges, but also to demonstrate how sustainability is embedded in their strategies, business models, innovation processes, and value creation mechanisms. Climate change, resource scarcity, evolving stakeholder expectations, regulatory pressures, and the increasing demand for responsible business practices are transforming the way organisations understand and pursue value creation. Yet, a fundamental challenge remains: how can sustainability ambitions and commitments be translated into innovation, organisational transformation, and concrete practices capable of generating genuine and measurable sustainable value? This track explores the gap between what organisations claim, what they do, and the value they actually create, focusing on the processes through which sustainability ambitions are transformed into innovation and organisational change, and ultimately into measurable economic, environmental, and social value. A first area of interest concerns sustainability-oriented innovation and entrepreneurship. Sustainable innovation may involve the development of new products, services, processes, business models, and organisational solutions aimed at addressing environmental and social challenges. Contributions may investigate how organisations identify sustainability-related opportunities, develop and implement innovative solutions, and create and capture economic, environmental, and social value. Research on sustainable entrepreneurship, eco-innovation, social innovation, circular economy, circular and regenerative business models, regenerative innovation and approaches aimed at restoring and enhancing environmental, social, and community value, and sustainable innovation ecosystems is particularly welcome. A second challenge concerns the organisational and strategic transformation required to implement sustainability. Moving from sustainability ambitions to actual outcomes may require substantial changes in organisational capabilities, strategies, governance structures, processes, supply chains, and stakeholder relationships. This raises questions about how organisations develop the capabilities necessary to translate sustainability objectives into practices, how sustainable innovations can be implemented and scaled, and how organisations manage tensions and trade-offs between economic, environmental, and social objectives. This includes understanding how digital and emerging technologies can enable, accelerate, or reshape sustainable and regenerative transformation, while also considering the organisational and governance conditions required for their responsible adoption. A third area concerns the measurement of sustainable value and impact. As sustainability becomes increasingly integrated into managerial decision-making, organisations need



appropriate methodologies to assess whether their initiatives generate meaningful outcomes. The track therefore welcomes research on sustainability performance, ESG metrics, circular economy indicators, impact assessment, sustainable value measurement, and methodologies for evaluating environmental, social, and economic outcomes. Contributions may also explore how different forms of measurement can support decision-making, innovation management, and the scaling of sustainability initiatives. This also raises the question of whether and how sustainability performance is translated into sustainability claims and perceived by external stakeholders, highlighting the importance of consistency between sustainability actions, communicated claims, and stakeholder evaluations.

A closely related challenge concerns transparency, accountability, and credibility. The increasing diffusion of sustainability reporting and corporate sustainability communication has expanded the availability of sustainability-related information, but greater disclosure does not necessarily imply greater transparency or accountability. Research is therefore encouraged on sustainability reporting, sustainability communication, sustainability claims, greenwashing, assurance, verification, stakeholder trust, consumer responses, organizational legitimacy and the relationship between communicated sustainability objectives and actual organisational performance. Innovative methodologies for assessing the credibility and consistency of sustainability claims are particularly relevant. This perspective also opens opportunities for research on how digital and emerging technologies, data-driven approaches, artificial intelligence, and digital platforms can support sustainability assessment, decision-making, innovation, transparency, and accountability. Contributions may examine not only the technological capabilities enabled by these approaches, but also their organisational implications, governance challenges, and contribution to sustainable and regenerative value creation.

The track also welcomes research addressing the implementation and scaling of sustainable transformation beyond the individual organisation. Sustainable value creation increasingly depends on relationships among firms, suppliers, customers, communities, institutions, and other stakeholders. Contributions may therefore examine sustainable supply chains, value networks, collaborative innovation, stakeholder engagement, co-creation, sustainability ecosystems, institutional pressures, and governance mechanisms that facilitate the diffusion of sustainable practices across organisations and industries.

The track contributes to the conference theme “Parallel Transformations” by focusing on a transformation that is complementary to, but distinct from, the technological transformation addressed by other conference tracks: the transformation of how organisations innovate, organise, create value, and demonstrate their contribution to sustainability. Rather than treating technology adoption as an end in itself, this track examines how digital and emerging technologies interact with organisational, strategic, entrepreneurial, and managerial processes to enable sustainable and regenerative transformation. It therefore welcomes research that connects technological innovation with organisational change, sustainable value creation, accountability, legitimacy, and measurable outcomes. In this sense, it explores not only how organisations innovate for sustainability, but also how they can demonstrate that such innovation actually creates sustainable value.

Topics of interest

- *Innovation, entrepreneurship and business models:*
 - Sustainable innovation and innovation management
 - Sustainability-driven innovation and eco-innovation
 - Sustainable entrepreneurship and entrepreneurial opportunities
 - Social innovation
 - Sustainable and circular business models
 - Circular and regenerative business models
 - Regenerative innovation
 - Circular economy innovation and value creation



	• Sustainable innovation ecosystems • Digital technologies and digital transformation for sustainability • Technology-enabled sustainable innovation and value creation • Artificial intelligence, data analytics, and digital tools for sustainability assessment and decision-making ▪ <i>Organisational transformation and value creation</i> • Organisational transformation and change for sustainability • Sustainability-oriented organisational capabilities • Sustainable products, processes, and services • Sustainable supply-chain innovation and transformation • Sustainable value creation and value capture • Regenerative value creation and multi-dimensional impact • Technology-enabled circular and regenerative solutions • Digital platforms and ecosystems for circular and regenerative value creation • Scaling and diffusion of sustainability-oriented innovations ▪ <i>Measurement, accountability and legitimacy</i> • Measurement of environmental, social, and economic impact • Sustainable value measurement • ESG metrics and sustainability performance • Circular economy indicators and impact assessment • Sustainability reporting, transparency, and accountability • Sustainability communication and sustainability claims • Credibility and consistency of sustainability claims • Greenwashing and approaches for identifying discrepancies between claims and performance • Assurance and verification of sustainability information ▪ <i>Stakeholders, ecosystems and governance</i> • Stakeholder engagement, trust, and co-creation • Sustainable value networks and collaborative innovation • Sustainability ecosystems and institutional pressures • Governance of sustainability-oriented innovation and transformation • Tensions and trade-offs between economic, environmental, and social objectives
Keywords <i>Please provide 4–6 keywords that best characterize the proposed track. Separate keywords using a semicolon (;)</i>	Sustainable Innovation; Sustainable Entrepreneurship; Organizational Legitimacy Transformation; Value Creation; Sustainability Accountability; Circular Economy
References <i>Please include the key references supporting the relevance and positioning of the proposed track</i>	The proposed track builds on established and growing research streams at the intersection of sustainable innovation, entrepreneurship, organisational transformation, sustainable business models, value creation, and corporate accountability. Key references include: Adams, R., Jeanrenaud, S., Bessant, J., Denyer, D., & Overy, P. (2016). Sustainability-oriented innovation: A systematic review. <i>International Journal of Management Reviews</i>, 18(2), 180–205. https://doi.org/10.1111/ijmr.12068

	Bocken, N. M. P., Short, S. W., Rana, P., & Evans, S. (2014). A literature and practice review to develop sustainable business model archetypes. <i>Journal of Cleaner Production</i>, 65, 42–56. https://doi.org/10.1016/j.jclepro.2013.11.039 Boons, F., & Lüdeke-Freund, F. (2013). Business models for sustainable innovation: State-of-the-art and steps towards a research agenda. <i>Journal of Cleaner Production</i>, 45, 9–19. https://doi.org/10.1016/j.jclepro.2012.07.007 Hahn, R., & Kühnen, M. (2013). Determinants of sustainability reporting: A review of results, trends, theory, and opportunities in an expanding field of research. <i>Journal of Cleaner Production</i>, 59, 5–21. https://doi.org/10.1016/j.jclepro.2013.07.005 Latino, M. E., Menegoli, M., & De Lorenzi, M. C. (2024). A pattern-based tool to support companies in sustainability-oriented business strategies: Grounded theory research in agribusiness. <i>Corporate Social Responsibility and Environmental Management</i>, 31(4), 3348–3367. https://doi.org/10.1002/csr.2730 Latino, M. E., Menegoli, M., Corallo, A., & Gnoni, M. G. (2025). Surfing twin transition in agri-food supply chains: The role of IoT and data analytics in sustainable decision-making. <i>Journal of Industrial Information Integration</i>, 48, 100983. https://doi.org/10.1016/j.jii.2025.100983 Latino, M. E., Menegoli, M., Giangrande, M. L., et al. (2026). Is circular also sustainable? Assessing circularity and sustainability to enhance legitimacy in agri-food industry. <i>Business Strategy and the Environment</i>, 35(4), 5926–5954. https://doi.org/10.1002/bse.70420 Lyon, T. P., & Maxwell, J. W. (2011). Greenwash: Corporate environmental disclosure under threat of audit. <i>Journal of Economics & Management Strategy</i>, 20(1), 3–41. https://doi.org/10.1111/j.1530-9134.2010.00282.x 2809 Patzelt, H., & Shepherd, D. A. (2011). Recognizing opportunities for sustainable development. <i>Entrepreneurship Theory and Practice</i>, 35(4), 631–652. https://doi.org/10.1111/j.1540-6520.2010.00386.x Schaltegger, S., Lüdeke-Freund, F., & Hansen, E. G. (2016). Business models for sustainability: A co-evolutionary analysis of sustainable entrepreneurship, innovation, and transformation. <i>Organization & Environment</i>, 29(3), 264–289. 1198 https://doi.org/10.1177/1086026616633272 Schaltegger, S., Hansen, E. G., & Lüdeke-Freund, F. (2016). Business models for sustainability: Origins, present research, and future avenues. <i>Organization & Environment</i>, 29(1), 3–10. https://doi.org/10.1177/1086026615599806 2373 Shepherd, D. A., & Patzelt, H. (2011). The new field of sustainable entrepreneurship: Studying entrepreneurial action linking “what is to be sustained” with “what is to be developed”. <i>Entrepreneurship Theory and Practice</i>, 35(1), 137–163. https://doi.org/10.1111/j.1540-6520.2010.00426.x 2329
Track Chairs Please identify between 2 and 5 Track Chairs. For each Track Chair, provide: • Full Name • Affiliation • Country	1. Eleonora Cirone; University of Rome Tor Vergata, Department of Enterprise Engineering; Italy; eleonora.cirone@uniroma2.it 2. Roberta Costa; University of Rome Tor Vergata, Department of Enterprise Engineering; Italy; roberta.costa@uniroma2.it

• <i>Email address</i> • <i>Research interests (optional)</i>	3. Francesca De Luzi; Sapienza University of Rome; Interdisciplinary Department of Wellbeing, Health and Environmental Sustainability; francesca.deluzi@uniroma1.it 4. Francesca Di Pillo; Sapienza University of Rome; Department of Computer, Control and Management Engineering; francesca.dipillo@uniroma1.it 5. Maria Elena Latino; University of Salento; Department of Innovation Engineering; mariaelena.latino@unisalento.it 6. Massimo Mecella; Sapienza University of Rome; Department of Computer, Control and Management Engineering; massimo.mecella@uniroma1.it 7. Marta Menegoli; University of Salento;
Short biography of each organizer <i>Please provide a short biography for each Track Chair (maximum 200 words per biography)</i>	Eleonora Cirone is a PhD student in Enterprise Engineering at the University of Rome Tor Vergata, Italy. She holds a Master's degree in Management Engineering from Sapienza University of Rome. Her research interests lie at the intersection of sustainability, consumer behaviour, and corporate sustainability practices. Her work focuses on the psychological and economic drivers of sustainable consumption, with particular attention to how younger generations engage with sustainability-oriented choices. She is also interested in sustainability reporting and corporate accountability, including the analysis of sustainability-related communication, transparency, and greenwashing. Her research aims to explore sustainability from both consumer and corporate perspectives, combining behavioural and data-driven approaches. Roberta Costa, Ph.D., is Associate Professor of Management Engineering at the Department of Enterprise Engineering, University of Rome Tor Vergata. She is a member of the Faculty Board of the Ph.D. Programme in Enterprise Engineering and conducts research and teaching activities in the fields of sustainability, innovation, corporate social responsibility, health management, and decision-support methods. She is the Coordinator for the University of Rome Tor Vergata of the Cátedra México – Sustainability Management and Innovation (SUMI), established in partnership with Universidad de las Américas Puebla (UDLAP) to promote academic cooperation, joint research initiatives, and international mobility. She has conducted research and teaching activities at international academic institutions, including the Universidad Politécnica de Madrid and Copenhagen Business School. She is Associate Editor of Business Strategy and the Environment and serves on the Editorial Boards of international scientific journals. Since 2024, she has contributed to the design and development of Tor Vergata University Press, where she currently serves as TVUP President's Delegate for Organisation and Management. She has authored numerous publications in international scientific journals and coordinates and participates in national and international research projects. Francesca De Luzi is assistant professor. She obtained her PhD in Industrial and Management Engineering, defending a thesis that highlighted the role of digital transformation in a hyper-connected world. Her research lies at the intersection of Business Process Management, Artificial Intelligence, and emerging digital technologies. She investigates how Large Language Models, IoT, blockchain, and data-driven approaches can support process modeling, analysis, and transformation, with applications ranging from public administration and justice to smart agriculture and industrial systems. Francesca Di Pillo, Ph.D., is Associate Professor of Management Engineering at the Department of Computer, Control and Management Engineering, Sapienza University of Rome, Italy. Within the University, she is a member of the Faculty Board of the Ph.D. Programme in Management Engineering, a member of the Faculty Board of the Faculty of Information Engineering, Informatics, and Statistics, and a member of the Quality Monitoring Committee of the Management Engineering degree programme. Her research interests focus on Corporate Social Responsibility, sustainable business models, green marketing, sustainable consumer behaviour, sustainability reporting and performance measurement, circular economy, and sustainability-oriented digital



	platforms. She has published extensively in international peer-reviewed journals and is involved in national and international research projects. She serves as a reviewer and editorial board member for international scientific journals and is actively involved in the academic and research community through national and international collaborations. Maria Elena Latino Tenure Track Assistant Professor at the Department of Innovation Engineering, University of Salento, Italy. Her research interests lie at the intersection of digital transformation, Industry 4.0, business model innovation, sustainability, and agri-food supply chains. Her research focuses on the role of digital technologies, data-driven approaches, and innovative business models in supporting sustainable and resilient supply chains, with particular attention to food traceability, sustainability-oriented strategies, and the twin transition. She has authored approximately 60 scientific publications in international peer-reviewed journals, including Technological Forecasting and Social Change, Business Strategy and the Environment, Journal of Cleaner Production, IEEE Transactions on Engineering Management, and Corporate Social Responsibility and Environmental Management. She is actively involved in editorial activities as Guest Editor, reviewer, and editorial board member for international scientific journals. Her research has received international recognition through several academic awards. Massimo Mecella is a full professor. He conducts research in the fields of information systems engineering, service-oriented computing, mobile and pervasive computing, process management, data and process mining, big data analytics, and human-computer interaction, focusing on smart applications, environments, and communities. He was the General Chair of CAiSE 2019, BPM 2021, and ICSOC 2023. In 2025 he became program co-chair of IEEE CAI 2025-IEEE Conference on Artificial Intelligence. He is currently a member of the Steering Committees of the conference series CAiSE, ICSOC, and SummerSOC Marta Menegoli is PhD student and Researcher at the Department of Innovation Engineering, University of Salento, Italy. Her research interests focus on innovation management, twin transition, digitalisation, sustainability, and complex supply chains. Her research investigates how the integration of digital technologies and sustainability-oriented strategies can contribute to the resilience and regenerative capacity of socio-ecological systems, both under structural stress and in non-emergency conditions. Her work addresses the interplay between technological and sustainability transitions, with particular attention to sustainable supply chains, digital transformation, and regenerative approaches to value creation. She has published approximately 50 scientific papers in international peer-reviewed journals, including Technological Forecasting and Social Change, Business Strategy and the Environment, Computers in Industry, Journal of Macromarketing, Supply Chain Management: An International Journal, International Journal of Production Research, and IEEE Transactions on Engineering Management. She is actively involved in editorial and reviewing activities for international scientific journals.
Corresponding Track Chair Please indicate the Track Chair who will serve as the primary contact person for all communications with the Conference Organizing Committee	Francesca De Luzi
Suggested Reviewers Please provide a list of 10–20 potential reviewers who could contribute to the review process for the track. For each reviewer, please indicate: • Full Name • Affiliation • Country	





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