

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-Enabled Decision Making for Sustainable Innovation and Grand Challenges
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	Competitive pressure, together with emerging technological, environmental, and organizational challenges, is pushing incumbents and new innovative ventures to integrate AI into decision-making processes to enable sustainable innovations, strengthen resilience, and address grand challenges. While AI tools were initially used mainly to process large amounts of data and support prediction activities, recent literature highlights the growing application of AI in decision-making processes, where it can support the interpretation of complex information, the evaluation of alternative options, and the identification of possible courses of action (Csaszar et al., 2024). AI can significantly enhance organizational decision making by providing faster analysis, broader information processing, and new possibilities for evaluating alternative courses of action. Moreover, a growing body of research has highlighted AI's potential to reshape organizational practices by enabling circular business models (Madanaguli et al., 2024), sustainable innovation processes (Marzi & Balzano, 2025), green servitization (Chowdhury et al., 2025), environmental management (Santos & Carvalho, 2025), and the pursuit of Sustainable Development Goals (Jerez-Jerez, 2025). These developments also point to the growing integration of AI into decision-making processes aimed at supporting environmental and organizational transformation (Schwaeye et al., 2025). In line with this, grand challenges provide a particularly relevant setting for examining AI-enabled decision making in complex contexts. Their interconnected nature, the involvement of multiple stakeholders, and the need to reconcile different perspectives and priorities make decision processes particularly complex and uncertain. Climate change represents one prominent example within a broader set of societal grand challenges (Ackermann, 2024). Therefore, understanding how organizations integrate AI into decision-making processes to enable innovation for sustainability and address grand challenges has become a central research issue (Schwaeye et al., 2025). Nevertheless, the availability of advanced AI capabilities alone is not sufficient to ensure better decisions. The contribution of AI to decision making depends not only on the availability of advanced technological capabilities, but also on how these capabilities are embedded within organizational routines and combined with complementary resources, structures, and roles (Guthrie et al., 2025; Füller et al., 2024). In line with this, the track directly addresses the tensions that emerge at the intersection of AI, innovation management, entrepreneurship, and sustainability. Unpacking these dynamics requires moving beyond technology-centric perspectives to examine how AI capabilities interact with human agency, governance structures, organizational conditions, and competing priorities. Rather than assuming a direct relationship between AI adoption and societal progress, the



track invites contributions that investigate when, how, and under which organizational and institutional conditions incumbents and new ventures integrate AI into decision-making processes to enable innovation for sustainability and address climate change and other grand challenges.

According to the literature, some research challenges remain open. First, organizations must integrate AI into decisions characterized by complexity, uncertainty, and ambiguity while evaluating alternative courses of action under changing conditions (Csaszar et al., 2024; Biloslavo et al., 2025). Second, governance and accountability require clear mechanisms for responsibility, transparency, and control, especially where opaque "black box" systems can weaken understanding of and confidence in AI-generated outputs (Grote et al., 2026; Batool et al., 2025). Third, organizations must manage sustainability trade-offs: AI-driven innovation may create environmental, social, and economic value while also producing negative or unintended consequences in other dimensions (Mancuso et al., 2025).

These issues also raise questions about organizational readiness and capability development. AI-generated value depends not only on technological sophistication, but also on data infrastructures, managerial competences, absorptive capacity, organizational learning, cross-boundary knowledge integration, and the redesign of decision processes around human-machine collaboration. Evidence from healthcare shows that AI integration can reshape professionals' work design and role boundaries (Zaher et al., 2026). Research should therefore examine how AI-enabled solutions are adopted, governed, adapted, and translated into innovation outcomes addressing climate change and broader grand challenges.

This track directly contributes to the MINE 2027 theme, "Parallel Transformations: Navigating the AI Revolution and Global Crises through Innovation and Entrepreneurship," by approaching AI-driven innovation not merely as a technological phenomenon, but as a managerial, organizational, and entrepreneurial one. From this perspective, the track brings together research on AI, innovation management, entrepreneurship, sustainability, and decision making to examine how organizations and entrepreneurial ventures integrate and govern AI, and how this integration enables sustainable innovation, resilience, and responses to grand challenges. In this way, the proposed track creates a common space for studies developed across different industries (e.g. energy, healthcare, automotive, logistics, etc.), organizational settings, and levels of analysis, while maintaining a shared focus on the mechanisms through which the integration of AI into decision-making processes can enable innovation for sustainability and address grand challenges. Recent publications from the proposing research group reinforce this positioning by linking AI to project-management decision processes (Nenni et al., 2025), digital transformation to sustainable manufacturing (De Felice et al., 2024), and digital technologies to sustainable transportation and continuous improvement (Zahid et al., 2026).

Topics of interest include, but are not limited to:

- AI-enabled decision making for sustainable innovation
- AI capabilities, organizational transformation, and new forms of work
- Human-AI collaboration, managerial judgment, and innovation
- AI-driven business model innovation, entrepreneurship, and sustainable innovation



	• AI-assisted decisions under uncertainty and sustainability trade-offs • Organizational, managerial, technological, and institutional enablers of effective AI use • AI governance, responsible innovation, ethics, and accountability • Data, knowledge, and decision-support capabilities across strategic, tactical, and operational levels • Cross-sector AI applications in energy, mobility, healthcare, food systems, and supply chains • Translation of AI outputs into managerial and clinical decisions in high-stakes domains Illustrative research questions include: 1. Through which organizational mechanisms are AI outputs translated into effective sustainability-oriented innovation decisions? 2. How can AI support sustainable transformation across organizational and sectoral contexts? 3. Which organizational, managerial, technological, and institutional factors enable effective AI adoption for sustainable innovation? 4. How do organizations manage opportunities, risks, and trade-offs in AI-enabled sustainable innovation? 5. How does human-AI interaction reshape managerial roles, organizational capabilities, and decision processes?
Keywords <i>Please provide 4–6 keywords that best characterize the proposed track.</i> <i>Separate keywords using a semicolon (;)</i>	Artificial Intelligence; Decision Making; Innovation Management; Sustainability; Organizational Transformation; Entrepreneurship
References <i>Please include the key references supporting the relevance and positioning of the proposed track</i>	Ackermann, F. (2024). Managing grand challenges: Extending the scope of problem structuring methods and behavioural operational research. <i>European Journal of Operational Research</i>, 319(2), 373–383. https://doi.org/10.1016/j.ejor.2024.01.024 Batool, A., Zowghi, D., & Bano, M. (2025). AI governance: A systematic literature review. <i>AI and Ethics</i>, 5, 3265–3279. DOI: 10.1007/s43681-024-00653-w. Biloslavo, R., Edgar, D., Aydin, E., & Bulut, C. (2025). Artificial intelligence (AI) and strategic planning process within VUCA environments: A research agenda and guidelines. <i>Management Decision</i>, 63(10), 3599–3624. DOI: 10.1108/MD-10-2023-1944. Chowdhury, S., Ren, S., & Richey, R. G. (2025). Leveraging artificial intelligence to facilitate green servitization: Resource orchestration and re-institutionalization perspectives. <i>International Journal of Production Economics</i>, 281, 109519. DOI: 10.1016/j.ijpe.2025.109519. Csaszar, F. A., Ketkar, H., & Kim, H. (2024). Artificial intelligence and strategic decision-making: Evidence from entrepreneurs and investors. <i>Strategy Science</i>, 9(4), 322–345. DOI: 10.1287/stsc.2024.0190. Füller, J., Tekic, Z., & Hutter, K. (2024). Rethinking innovation management—How AI is changing the way we innovate. <i>The Journal of Applied Behavioral Science</i>, 60(4), 603–612. DOI: 10.1177/00218863241287323. Grote, G., Parker, S. K., & Crowston, K. (2026). Taming artificial intelligence: A theory of control-accountability alignment among AI developers and users. <i>Academy of Management Review</i>, 51(2), 278–299. DOI: 10.5465/amr.2023.0117. Guthrie, C. H., Fosso-Wamba, S., Queiroz, M. M., & Cai, H. (2025). The impact of artificial intelligence capabilities on decision-making performance: A longitudinal study. <i>Journal of Global Information Management</i>, 33(1), 1–27. DOI: 10.4018/JGIM.395344. Jerez-Jerez, M. J. (2025). A study of employee attitudes towards AI, its effect on sustainable development goals and non-financial performance in independent hotels.

	<i>International Journal of Hospitality Management</i>, 124, 103987. DOI: 10.1016/j.ijhm.2024.103987. Madanaguli, A., Sjödin, D., Parida, V., & Mikalef, P. (2024). Artificial intelligence capabilities for circular business models: Research synthesis and future agenda. <i>Technological Forecasting and Social Change</i>, 200, 123189. DOI: 10.1016/j.techfore.2023.123189. Mancuso, I., Messeni Petruzzelli, A., Panniello, U., & Vaia, G. (2025). The bright and dark sides of AI innovation for sustainable development: Understanding the paradoxical tension between value creation and value destruction. <i>Technovation</i>, 143, 103232. DOI: 10.1016/j.technovation.2025.103232. Marzi, G., & Balzano, M. (2025). Artificial intelligence and the reconfiguration of NPD teams: Adaptability and skill differentiation in sustainable product innovation. <i>Technovation</i>, 145, 103254. DOI: 10.1016/j.technovation.2025.103254. Santos, M. R. C., & Carvalho, L. C. (2025). AI-driven participatory environmental management: Innovations, applications, and future prospects. <i>Journal of Environmental Management</i>, 373, 123864. DOI: 10.1016/j.jenvman.2024.123864. Schwaeye, J., Gerlich, C., Nguyen, H. L., Kanbach, D. K., & Gast, J. (2025). Artificial intelligence (AI) for good? Enabling organizational change towards sustainability. <i>Review of Managerial Science</i>, 19(10), 3013–3038. DOI: 10.1007/s11846-025-00840-x. Zaher, A., Prikshat, V., Vinot, D., Malik, A., & Abd El Aziz, J. (2026). Physician role transformation in AI-driven healthcare: Role demands, adverse work outcomes and AI competencies as resources. <i>Technological Forecasting and Social Change</i>, 227, Article 124645. https://doi.org/10.1016/j.techfore.2026.124645 Nenni, M. E., De Felice, F., De Luca, C., & Forcina, A. (2025). How artificial intelligence will transform project management in the age of digitization: A systematic literature review. <i>Management Review Quarterly</i>, 75, 1669-1716. DOI: 10.1007/s11301-024-00418-z. De Felice, F., Salzano, C., Baffo, I., Forcina, A., & Petrillo, A. (2024). Towards a Sustainable Digital Manufacturing: A State of Art. <i>Procedia Computer Science</i>, 232, 1918-1929. DOI: 10.1016/j.procs.2024.02.014. Zahid, A., De Felice, F., Forcina, A., & Petrillo, A. (2026). Driving sustainable transportation through digital transformation, vehicle route optimization and continuous improvement: a conceptual framework for enhancing environmental and operational performance. <i>The TQM Journal</i>, 38(11), 147-177. DOI: 10.1108/TQM-03-2025-0191.
Track Chairs Please identify between 2 and 5 Track Chairs. For each Track Chair, provide: • Full Name • Affiliation • Country • Email address • Research interests (optional)	Pietro Aprea, Department of Engineering, University of Naples Parthenope, Italy, pietro.aprea@phds.uniparthenope.it Fabio De Felice, Department of Engineering, University of Naples Parthenope, Italy, fabio.defelice@uniparthenope.it Vincenzo Fiengo, Department of Engineering, University of Naples Parthenope, Italy, vincenzo.fiengo@phds.uniparthenope.it Alba Miranda, Department of Medical and Surgical Sciences, University of Foggia, Italy, alba.miranda@unifg.it Ivana Quinto, Department of Engineering, University of Naples Parthenope, Italy, ivana.quinto@uniparthenope.it
Short biography of each organizer Please provide a short biography for each Track Chair (maximum 200 words per biography)	Pietro Aprea is a Ph.D. Student in Energy Science and Engineering at the Department of Engineering, University of Naples Parthenope (Italy). His research focuses on AI-enabled decision support for sustainability and digital transformation, integrating generative AI, retrieval-augmented generation, multi-criteria decision-making, ESG analytics, IoT and edge computing, and data-driven methods. He investigates how these technologies can support energy efficiency, sustainable innovation, and transparent decision-making in complex industrial and organizational contexts. Fabio De Felice is an Associate Professor at the Department of Engineering, University of Naples Parthenope (Italy). His research focuses on industrial and project management, multi-criteria decision analysis, artificial intelligence, digital transformation, and sustainable production systems. His work applies structured decision-support methods

	and advanced digital technologies to project management, supply chains, circular economy, sustainable manufacturing, and Industry 4.0/5.0. Vincenzo Fiengo is a PhD Student in Energy Science and Engineering at the Department of Engineering, University of Naples Parthenope (Italy). His research focuses on the application of Artificial Intelligence and data-driven approaches to support decision-making, innovation, and sustainability in complex organisational and energy systems. His current research particularly explores the use of machine learning, optimisation, and decision-support systems to improve the environmental and economic performance of energy and circular systems. His broader research interests include knowledge management, AI-enabled decision-making, digital transformation, circular economy, sustainable innovation, and inter-organisational collaboration. He holds a master's degree in management engineering and a postgraduate Master in Innovation and Management developed in collaboration with MIT Sloan School of Management. Alba Miranda is a PhD student in Medical Humanities and Welfare Policies at the Department of Medical and Surgical Sciences, University of Foggia, Italy. Her research lies within the field of business management; employing qualitative approaches, she examines how artificial intelligence is adopted within healthcare organisations and how it reshapes professional roles and competencies. Her broader research interests encompass knowledge management, digital transformation, and the strategic deployment of emerging technologies in healthcare. Furthermore, she fosters interdisciplinary discussions on digital health governance, organisational change, and the strategic implementation of emerging technologies within healthcare environments. Ivana Quinto, Ph.D., is an Associate Professor at the Department of Engineering, University of Naples Parthenope where she teaches Supply Chain Management and Business Economics. Her research interests concern innovation ecosystems, digital technologies, entrepreneurship, and innovative startups. Currently, her research activities are focusing on Circular Economy models and the role of circular startups in supporting a just circular economy transition. She is a member of the Editorial Board of the European Journal of Innovation Management, and she serves as reviewer for many international journals. She has published in international peer-reviewed journals, such as Technovation, International Journal of Production Economics, Journal of Business Research, Business Strategy and the Environment. She contributes to interdisciplinary research projects in collaboration with academic institutions, and industry partners.
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>	Vincenzo Fiengo, Department of Engineering, University of Naples Parthenope, Italy, vincenzo.fiengo@phds.uniparthenope.it
Suggested Reviewers <i>Please provide a list of 10–20 potential reviewers who could contribute to the review process for the track. For each reviewer, please indicate:</i> • Full Name • Affiliation • Country • Email address	

