

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>	Entrepreneurship and Innovation at the Edge: AI, Ecosystems, and Resilience in an Era of Parallel Transformations
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	Entrepreneurship and innovation are entering a phase in which several transformations are unfolding simultaneously rather than sequentially (Nambisan, 2017; Campus et al., 2025; Kumar et al., 2025). Generative and agentic artificial intelligence are changing how opportunities are identified (Pirhadi, 2026; Bresciani, 2025; Mishra et al., 2026), evaluated and exploited; digital platforms and infrastructures are lowering some barriers to venture creation while creating new dependencies (Autio et al., 2018; Volz et al., 2025); geopolitical tensions (Sinani & Zilja, 2025), climate pressures and regulatory shifts are altering the conditions under which firms innovate, scale and internationalize (Karadayı, Yazıcı, & Akdemir Ömür, 2025); and changing expectations around sustainability, inclusion and responsibility are redefining what counts as valuable innovation. These developments make it increasingly difficult to study entrepreneurship and innovation through a single technological, organizational or institutional lens (Černý, et al., 2026). They also create a fertile setting for new theory and evidence on how entrepreneurial actors respond when technological acceleration and global turbulence interact (Bargoni, et al., 2026; Giachino, et al., 2025). This track invites research on entrepreneurship and innovation under such parallel transformations. Its scope is intentionally broad. Rather than focusing exclusively on one technology, industry or stage of the entrepreneurial process, the track welcomes work examining how new ventures, established firms, entrepreneurial teams, investors, platforms, ecosystems and policy actors recognize opportunities, mobilize resources, experiment with new business models, innovate and scale in environments characterized by rapid technological and systemic change. A first challenge concerns the changing locus of entrepreneurial agency. AI-enabled tools can support ideation, market sensing, experimentation, prototyping, decision-making and customer interaction, while emerging AI agents may perform increasingly autonomous entrepreneurial tasks (Kumar, et al., 2026). This raises questions about human-AI collaboration, judgment, creativity, accountability and the distribution of entrepreneurial capabilities. It also invites research on when AI democratizes entrepreneurship and when it reinforces asymmetries in data, skills, capital or platform access. A second challenge concerns the reconfiguration of innovation and entrepreneurial ecosystems. Digital and AI platforms can act as powerful external enablers by providing infrastructure, market access and complementary resources, but they can also create dependence, lock-in and new power imbalances (Zeng, Yang & Lee, 2023). Research is needed on how entrepreneurial ecosystems evolve when key resources are controlled by platform owners, how local ecosystems connect to global digital infrastructures, and how new forms of intermediation affect entry, experimentation and scaling.



	A third challenge is to understand entrepreneurship and innovation in conditions of systemic uncertainty. Geopolitical fragmentation, trade restrictions, climate shocks, supply-chain disruptions, regulatory change and other crises may constrain entrepreneurial action, but they may also enable new combinations of resources and new market opportunities (de Vasconcelos Gomes, Facin & Salerno, 2021). This creates opportunities to revisit established theories of opportunity, effectuation, bricolage, external enablement, resilience and business model innovation. A fourth challenge concerns the changing architecture of value creation and capture. As technologies become more accessible, competitive advantage may shift from access to technology toward orchestration, proprietary data, complementary assets, community, brand, trust and speed of learning. New ventures and incumbents may respond through novel business models, ecosystem strategies, corporate venturing, open innovation, strategic partnerships and new approaches to scaling. These developments also create important questions for entrepreneurial finance, as investors evaluate ventures whose assets, growth paths and risk profiles differ from those of traditional technology firms (Risitano et al., 2025). Finally, the track welcomes research on the societal consequences and governance of entrepreneurship and innovation. Responsible AI, environmental sustainability, inclusive entrepreneurship, algorithmic bias, transparency and the social legitimacy of innovation are increasingly intertwined with venture strategy and ecosystem development. The challenge is not only to understand whether new technologies generate entrepreneurial opportunities, but also who captures their benefits, who bears their risks and how governance arrangements shape those outcomes. The track directly engages with the conference theme “of Parallel Transformations: Navigating the AI Revolution and Global Crises through Innovation and Entrepreneurship” by examining the interaction between the AI revolution and broader global crises rather than treating them as separate phenomena. It positions entrepreneurship and innovation as both responses to and drivers of transformation. This framing allows contributions at multiple levels of analysis (e.g., individual, team, venture, incumbent firm, platform, ecosystem, region and policy system) and encourages theoretical, qualitative, quantitative, experimental, computational and mixed-method approaches. Relevant submissions may address, among others: AI-augmented opportunity recognition and venture creation; entrepreneurial AI agents and human-AI collaboration; innovation strategy and business model innovation in AI-enabled markets; digital entrepreneurship and platform dependence; entrepreneurial and innovation ecosystems; corporate entrepreneurship and incumbent renewal; open innovation and ecosystem orchestration; venture scaling and internationalization under geopolitical uncertainty; entrepreneurship in response to crises and external shocks; entrepreneurial resilience and adaptation; sustainable and responsible innovation; entrepreneurial finance in technology-intensive settings; new forms of experimentation, lean startup and evidence-based entrepreneurship; inclusive entrepreneurship and access to digital capabilities; and policy approaches for enabling innovation while governing emerging technologies. Illustrative research questions include: How does AI change the distribution of entrepreneurial capabilities and the process of opportunity formation? Under what conditions do digital platforms enable versus constrain entrepreneurial experimentation? How do ventures redesign business models when technologies, regulation and customer expectations change simultaneously? What capabilities support scaling in fragmented or crisis-prone environments? How do entrepreneurial ecosystems adapt to new technological infrastructures and power relations? How can firms pursue rapid innovation while preserving trust, responsibility and legitimacy? Which forms of finance, governance and policy best support entrepreneurship in periods of parallel transformation?
Keywords <i>Please provide 4–6 keywords that best characterize the proposed track. Separate keywords using a semicolon (;)</i>	Entrepreneurship; Innovation; Artificial Intelligence; Entrepreneurial Ecosystems; Business Model Innovation; Resilience



References <i>Please include the key references supporting the relevance and positioning of the proposed track</i>	Autio, E., Nambisan, S., Thomas, L. D., & Wright, M. (2018). Digital affordances, spatial affordances, and the genesis of entrepreneurial ecosystems. <i>Strategic Entrepreneurship Journal</i>, 12(1), 72-95. Bargoni, A., Bevilacqua, S., Ivanová, E., & Ferraris, A. (2026). Quantum international marketing: conceptualization and research agenda. <i>International Marketing Review</i>, 1-34. Bresciani, S., Bargoni, A., & Dabić, M. (2025). Guest editorial: business process management in the digital transformation era: new frontiers, challenges and opportunities. <i>Business Process Management Journal</i>, 31(5), 1609-1613. Camps, C., Kraus, S., Thomas, A., Tiberius, V., & Jones, P. (2025). Digital entrepreneurship: A review, research synthesis, and framework. <i>Technology in Society</i>, 103124. Černý, J., Potančok, M., Novotný, O., & Bargoni, A. (2026). Fostering organizational resilience in the age of hypercompetition: unpacking the role of competitive intelligence through the dynamic capabilities view. <i>Review of Managerial Science</i>, 1-36. de Vasconcelos Gomes, L. A., Facin, A. L. F., & Salerno, M. S. (2021). Managing uncertainty propagation in innovation ecosystems. <i>Technological Forecasting and Social Change</i>, 171, 120945. Giachino, C., Cepel, M., Truant, E., & Bargoni, A. (2025). Artificial intelligence-driven decision making and firm performance: a quantitative approach. <i>Management Decision</i>, 63(10), 3454-3476. Karadayı, T., Yazıcı, S., & Akdemir Ömür, G. (2025). Climate change and entrepreneurship: A review and research agenda. <i>Global Business and Organizational Excellence</i>, 44(4), 16- 43. Kumar, A., Murthy, V., & Tiwari, A. A. (2025). Digital entrepreneurship: Foundations, trends, and future directions. <i>Global Business and Organizational Excellence</i>, 44(6), 69-92. Kumar, V., Kumar, S., Čepel, M., Troise, C., & Chatterjee, S. (2026). Exploring the relationship between GenAI-CRM and market effectiveness: the moderating role of top management support and technology turbulence. <i>European Journal of Innovation Management</i>, 29(5), 1625-1645. Mishra, M., Singh, S., Khatwani, R., Cug, J., V, V., Chatterjee, S., & Troise, C. (2026). Strategic integration of immersive technologies in enterprises: from organizational marketing capability, sustainability, and capacity perspectives. <i>Journal of Enterprising Communities: People and Places in the Global Economy</i>, 1-20. Nambisan, S. (2017). Digital entrepreneurship: Toward a digital technology perspective of entrepreneurship. <i>Entrepreneurship Theory and Practice</i>, 41(6), 1029-1055. Pirhadi, H. (2026). Generative Artificial Intelligence and Entrepreneurial Opportunity Recognition in Emerging Economies: A Conceptual Framework. <i>Journal of Entrepreneurship Development</i>, 19(2), 124-154. Risitano, M., La Ragione, G., Turi, A., & Ferretti, M. (2025). Analysing the relevance of value creation in the interconnection amongst entrepreneurship, marketing and innovation: a systematic literature review. <i>International Journal of Entrepreneurial Behavior & Research</i>, 31(2-3), 781-809. Sinani, E., & Zilja, F. (2025). International high-tech SMEs amid geopolitical pressures. <i>British Journal of Management</i>, 36(2), 867-884. Volz, F., Münch, C., Küffner, C., & Hartmann, E. (2025). Digital ecosystems and their impact on organizations—A dynamic capabilities approach. <i>International Journal of Management Reviews</i>, 27(3), 398-419. Zeng, J., Yang, Y., & Lee, S. H. (2023). Resource orchestration and scaling-up of platform-based entrepreneurial firms: the logic of dialectic tuning. <i>Journal of Management Studies</i>, 60(3), 605-638.
Track Chairs <i>Please identify between 2 and 5 Track Chairs. For each Track Chair, provide:</i>	Chair 1: Augusto Bargoni Università di Torino, Dipartimento di Management Italy augusto.bargoni@unito.it entrepreneurship; innovation, strategy

• Full Name • Affiliation • Country • Email address • Research interests (optional)	Chair 2: Ciro Troise Università di Torino, Dipartimento di Management Italy ciro.troise@unito.it entrepreneurship; innovation, crowdfunding; strategy Chair 3: Chiara Giachino Università di Torino, Dipartimento di Management Italy chiara.giachino@unito.it marketing; innovation, strategy Chair 4: Alberto Ferraris Università di Torino, Dipartimento di Management Italy alberto.ferraris@unito.it entrepreneurship; leadership management; HR; strategy Chair 5: Aleksandr Ključnikov Faculty of Economics and Entrepreneurship, Pan-European University, Bratislava, Slovakia AND European Centre for Business Research, Pan-European University, Prague, Czech Republic Czech Republic aleksandr.kljuchnikov@peuni.cz entrepreneurship; innovation management; strategy
Short biography of each organizer Please provide a short biography for each Track Chair (maximum 200 words per biography)	Augusto Bargoni, PhD, is Assistant Professor at the Department of Management, University of Turin. He actively contributes in conducting research over the topics of marketing and entrepreneurship. Since 2022 he is Associate Researcher at the European Centre for Business Research, a joint scientific research workplace of Pan-European University in Prague, and the Faculty of Economic and Entrepreneurship of Pan-European University in Bratislava and other associated institutional partners. He is also Associate Fellow of the EuroMed Research Business Institute (Cyprus). He actively publishes scientific articles in international journals and is a member of Editorial Boards of indexed academic journals. He is also a member of SIM (Società Italiana Marketing), SIMA (Società Italiana Management). Ciro Troise, Ph.D. in Management, is Associate Professor in Business Management at the University of Turin, Department of Management. Formerly he has worked in two Italian competition Authorities. He is an active scholar in the entrepreneurship, crowdfunding, innovation and small business management fields. He has been a visiting scholar at the Queen Mary University of London. His research focuses on entrepreneurship, crowdfunding, innovation, startups/SMEs, technology transfer, digital platforms, mobile apps and sustainability. He has chaired several tracks, attended many conferences and he has published over 160 publications including papers, books, book chapters and conference papers. He has published his work in leading international journals including British Journal of Management, Small Business Economics, Technological Forecasting & Social Change, Journal of Small Business Management, Technovation. He has chaired several tracks, attended many conferences and he has acted as a leading guest editor of several special issues (such as IJIEBR, IJIM, EJIM, JSMA). He is Associate editor and editorial board member of several journal (e.g. BSE, EJIM, BSD, SD, JSMA, JICSB, EMJ) and scientific committee (e.g. EURAM, IFKAD) and a reviewer for many high impact journals. He won some best paper awards (IFKAD 2022 and 2025; JSBED Outstanding paper Emerald Literati Award 2023). Chiara Giachino, PhD, is Associate Professor in Marketing at the Department of Management, University of Turin, Italy. Her most recent researches concern the consumer behavior with focus on young generations, tourism marketing and strategy. Recently, she started to research on social media influencer marketing. She teaches marketing, industrial marketing and business management and she is involved also in some masters' courses. She was a member of the Consulta in the SIM (Italian Marketing Association) and she recently was visiting researcher at the Columbia Business School. Alberto Ferraris, Ph.D in Business and Management, is currently working as Full Professor at the University of Turin. He is Fellow (F-EMAB) and an active member of the EuroMed Research Business Institute as well as of Gnosis Research Center at the University of Nicosia. He is author of more than 100 academic and scientific articles with more than 15.000 citations (Google Scholar) as well as he serves as Guest Editor or he is in the Editorial Board in several prestigious international journals, such as Journal of International

	Management, Journal of Business Research, Journal of Intellectual Capital. He is also the Co-Editor in Chief of British Food Journal. Prof. Aleksandr Ključnikov, Ph.D. is Full Professor of Management and Enterprise Economics and Rector at Pan-European University, Czech Republic. His research focuses on entrepreneurial economics, financial economics, business administration, circular business models, open innovation, and digital currencies. He serves on the editorial boards of several international peer-reviewed journals. Prof. Ključnikov is also a member of the Scientific Councils of several universities in the Czech Republic and Slovakia and chairs the doctoral study committee at Pan-European University.
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>	Augusto Bargoni - Università di Torino, Dipartimento di Management, Italy - augusto.bargoni@unito.it