

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>	<i>Technology Management for Sustainable Value Creation: Navigating ESG challenges and opportunities</i>
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 strategic integration of digital technologies reshapes organisational processes and business models, creating new opportunities for value creation (Kraus et al., 2022). As sustainability increasingly becomes a strategic necessity for firms seeking to maintain legitimacy and secure long-term competitiveness (Spilotro et al., 2026), technology management should increasingly account for the environmental and social implications of innovation. Therefore, integrating sustainability considerations into technology assessment and development become essential to guide technological choices towards better environmental and social outcomes (Parolin et al., 2024). Growing awareness of global environmental and social pressures has encouraged organisations to reconsider their activities in light of Environmental, Social, and Governance (ESG) principles, which now provide a multidimensional framework for informing responsible investment choices, manage stakeholder relationships, and support the creation of enduring value (De Falco et al., 2024). This development reflects a broader transformation in corporate management and governance, moving beyond conventional models predominantly centred on profit maximisation (Fatemi et al., 2018; Bao et al., 2024). Firms are increasingly required to pursue economic objectives alongside ethical behaviour, social responsibility, and effective environmental management across their value chains (Cerchione and Sicardi, 2026). Nevertheless, translating ESG commitments into substantive organisational practices remains a significant managerial challenge, as organisations must reconcile immediate economic priorities with longer-term sustainability objectives, while responding to the expectations of multiple stakeholders (Cancino et al., 2018). Within this landscape, technology management offers a critical lens through which the relationship between ESG principles and corporate strategy can be understood and operationalised. Digital and emerging technologies, including artificial intelligence (AI), blockchain, the Internet of Things (IoT), big data analytics, digital twins, and Brain-Computer Interfaces (BCIs), increasingly play a dual role in this transformation. On the one hand, they enable more accurate, timely, and verifiable ESG measurement, monitoring, and disclosure, supporting firms in translating sustainability commitments into traceable and auditable practices. On the other hand, the adoption of these same technologies introduces new managerial, ethical and regulatory challenges, related to governance, accountability, data protection, and organisational readiness that firms, and particularly resource-constrained ones, are often ill-equipped to address (Cerchione et al., 2026). These digital technologies can support sustainability-oriented decision-making by enabling the analysis, simulation, and optimisation of resource flows, thereby facilitating the application of knowledge consistent with sustainability principles (Abbate and Centobelli, 2026; Calabrese et al., 2024). From an environmental perspective, IoT technologies can improve energy management through more effective monitoring and optimisation,



thereby contributing to corporate strategic objectives and long-term growth (Truant et al., 2023). Their integration with blockchain-based mechanisms for product authentication and real-time monitoring can increase supply chain transparency and strengthen stakeholder engagement (Chen et al., 2024). From a social perspective, AI-based analytics, BCIs, and digital collaboration platforms can support the monitoring of employee wellbeing, the advancement of diversity and inclusion, and the promotion of fair labour practices throughout global supply chains. Within the governance dimension, IoT can contribute to a more proactive approach to risk management by incorporating predictive analytics and early-warning mechanisms into organisational decision-making. In doing so, these technologies can support an anticipatory approach to emerging risks and contribute to the development of a more resilient corporate culture (Li et al., 2024; Lim, 2024).

The effective integration of these technologies within sustainability strategies requires firms to develop new capabilities, redesign decision-making processes, and reconsider human resource management, training, and organizational learning practices (Cafforio and Giannoccaro, 2026). At the same time, public and private regulators, standard-setters, and industry bodies are increasingly called upon to define governance frameworks capable of supporting responsible technology adoption without stifling innovation, thereby balancing the need for oversight with the imperative of competitiveness. This challenge extends beyond individual organisations, as AI reshapes knowledge flows, collaboration, decision making, and value-creation processes across innovation ecosystems (Secundo et al., 2025). Effective governance therefore requires coordination among firms, technology providers, regulators, and other ecosystem actors. These dynamics are further complicated by persistent concerns around the authenticity of ESG commitments, as the growing sophistication of ESG reporting and communication risks outpacing the substantive sustainability practices it is meant to represent, a tension increasingly described in the literature through constructs such as ESG decoupling and ESG washing.

Building on these premises, this track welcomes theoretical, empirical, and conceptual contributions exploring how organisations can align technological innovation and ESG strategies to manage twin transition. It encourages diverse disciplinary perspectives — including strategic management, organizational behaviour, information systems, innovation and entrepreneurship, and regulatory studies, and a broad range of theoretical lenses and methodologies (quantitative, qualitative, mixed-methods, case studies, systematic reviews, and conceptual papers).

Submissions may include (but are not limited to):

- ESG strategy, governance, and sustainability management
- Digital transformation and technology adoption for sustainability
- AI, blockchain, IoT, and big data analytics for ESG measurement, reporting, and disclosure
- Technology-enabled greenwashing/ESG-washing detection and prevention
- Dynamic capabilities and organisational learning for digital transformation and sustainability
- Responsible technology governance, algorithmic accountability, data protection, transparency, and human oversight
- Human-centred technologies, including BCIs, for employee wellbeing, engagement, and safety
- Stakeholder engagement and communication through digital sustainability tools
- The impact of ESG-oriented technology adoption on firm performance and competitive advantage
- Sustainable business model innovation, green entrepreneurship and technology-enabled sustainable value creation
- Human resource management, training, and organisational readiness for technology-driven sustainability initiatives
- Digital technologies within sustainability-oriented innovation ecosystems



	Overall, this track addresses one of the most pressing question in contemporary management research: how can organisations align technological innovation with ESG principles to create sustainable value while responsibly managing the associated strategic, environmental, social, ethical and regulatory challenges? By bridging theory and practice, this track seeks to advance our understanding of how emerging technologies can be responsibly designed, governed, and embedded within organisational strategy to generate authentic and durable sustainable value. In doing so, the track aims to provide scholars, managers, and policymakers with novel theoretical insights and actionable guidance on aligning technological innovation with ESG principles, ultimately contributing to a more resilient, transparent, and human-centred model of sustainable development in the era of parallel digital and sustainable transformation.
Keywords Please provide 4–6 keywords that best characterize the proposed track. Separate keywords using a semicolon (;)	Environmental, Social, and Governance (ESG); Technology Management; Digital Transformation; Sustainability; Sustainable Value Creation
References Please include the key references supporting the relevance and positioning of the proposed track	Abbate, S., & Centobelli, P. (2026). Unveiling the Impact of Digitized Supply Chains on Reducing Food Loss and Waste: A Multiple Case Study of Italian Agri-Food Firms. Sustainable Development. https://doi.org/10.1002/sd.70945 Bao, X., Sun, B., Han, M., Mai, Q., & Lin, H. (2024). Corporate integrity culture on environmental, social, and governance (ESG) performance. Corporate Social Responsibility and Environmental Management, 31(2), 1399–1417. https://doi.org/10.1002/csr.2637 Cafforio, F., & Giannoccaro, I. (2026). Transforming Procurement: The Dynamic Capabilities and Microfoundations to Buy Circular. Business Strategy and the Environment, 35(5), 6345–6366. https://doi.org/10.1002/bse.70506 Calabrese, A., Costa, R., Haqbin, A., Levialdi Ghiron, N., & Tiburzi, L. (2024). How do companies adopt open innovation to enable circular economy? Insights from a qualitative meta-analysis of case studies. Business Strategy and the Environment, 33(7), 6852–6868. https://doi.org/10.1002/bse.3848 Cerchione, R., Petruzzelli, A. M., Papa, A., & Sicardi, V. (2026). Industry 5.0 technologies to enable innovation in the era of twin transition: A case study on the nexus between SMEs and regulators. Technological Forecasting and Social Change, 230, 124761. https://doi.org/10.1016/j.techfore.2026.124761 Cerchione, R., and V. Sicardi. 2026. “A Business Strategy or Compliance? Review of the Environmental, Social and Governance (ESG) Landscape.” Business Strategy and the Environment 1–25. https://doi.org/10.1002/bse.71088. Cancino, C.A., La Paz, A.I., Ramaprasad, A. and Syn, T. (2018), “Technological innovation for sustainable growth: an ontological perspective”, Journal of Cleaner Production, Vol. 179, pp. 31–41. https://doi.org/10.1016/j.jclepro.2018.01.059 Chen, W., Wu, W., Ouyang, Z., Fu, Y., Li, M., & Huang, G. Q. (2024). Event-based data authenticity analytics for IoT and blockchain-enabled ESG disclosure. Computers & Industrial Engineering, 190, 109992. https://doi.org/10.1016/j.cie.2024.109992 De Falco, S. E., Montera, R., Leo, S., Laviola, F., Vito, P., Sardanelli, D., Basile, G., Nevi, G., & Alaia, R. (2024). Trends and patterns in ESG research: A bibliometric odyssey and research agenda. Corporate Social Responsibility and Environmental Management, 31(5), 3703–3723. https://doi.org/10.1002/csr.2744 Fatemi, A., Glaum, M., & Kaiser, S. (2018). ESG performance and firm value: The moderating role of disclosure. Global Finance Journal, 38, 45–64. https://doi.org/10.1016/j.gfj.2017.03.001 Hansen, E.G. and Schaltegger, S. (2016), “The sustainability balanced scorecard: a systematic review of architectures”, Journal of Business Ethics, Vol. 133 No. 2, pp. 193–221. Kraus, S., Durst, S., Ferreira, J. J., Veiga, P., Kailer, N., & Weinmann, A. (2022). Digital transformation in business and management research: An overview of the current status quo. International journal of information management, 63, 102466. Li, Y., Zheng, Y., Li, X., & Mu, Z. (2024). The impact of digital transformation on ESG performance.

	International Review of Economics & Finance, 96, 103686. https://doi.org/10.1016/j.iref.2024.103686 Lim, T. (2024). Environmental, social, and governance (ESG) and artificial intelligence in finance: State-of-the-art and research takeaways. Artificial Intelligence Review, 57(4), 76. https://doi.org/10.1007/s10462-024-10708-3 Parolin, G., Mcaloone, T. C., & Pigosso, D. C. (2024). How can technology assessment tools support sustainable innovation? A systematic literature review and synthesis. Technovation, 129, 102881. Secundo, G., Spilotro, C., Gast, J., & Corvello, V. (2025). The transformative power of artificial intelligence within innovation ecosystems: a review and a conceptual framework. Review of Managerial Science, 19(9), 2697-2728. https://doi.org/10.1007/s11846-024-00828-z Spilotro, C., Posa, M., Secundo, G., & De Turi, I. (2026). Disclosing the twin transition: digital and green transformation in Italian universities from an institutional perspective. Journal of Innovation & Knowledge, 14, 100964. https://doi.org/10.1016/j.jik.2026.100964 Truant, E., Borlatto, E., Crocco, E., & Bhatia, M. (2023). ESG performance and technological change: Current state-of-the-art, development and future directions. In Journal of Cleaner Production (Vol. 429). Elsevier Ltd. https://doi.org/10.1016/j.jclepro.2023.139493
Track Chairs Please identify between 2 and 5 Track Chairs. For each Track Chair, provide: • Full Name • Affiliation • Country • Email address • Research interests (optional)	1. Stefano Abbate, Pegaso University, Italy, stefano.abbate@unipegaso.it 2. Francesco Cafforio, Politecnico di Bari, Italy, f.cafforio@phd.poliba.it 3. Viviana Sicardi, Parthenope University of Naples, Italy, vivianasicardi@gmail.com 4. Claudia Spilotro, LUM Giuseppe Degennaro University, Italy, spilotro.phdstudent@lum.it 5. Matteo Tavano, Parthenope University of Naples, Italy, matteo.tavano@phds.uniparthenope.it
Short biography of each organizer Please provide a short biography for each Track Chair (maximum 200 words per biography)	1. Stefano Abbate is a Tenure-Track Assistant Professor at the Department Engineering of the Pegaso University (Italy). He received the PhD in Technology, Innovation and Management and the M.Sc. degree in Engineering Management. He teaches “Supply Chain and Operations Management”, “Project Management”, and “Business Management Systems.” His research focuses on sustainability and circularity in supply chain management, with particular attention to environmental aspects and the role of Industry 4.0 enabling technologies in enhancing green performance. 2. Francesco Cafforio is a PhD candidate in Management Engineering at the Polytechnic University of Bari (Italy). His research focuses on circular and resilient supply chains, with particular emphasis on circular business models, procurement, and the microfoundations of circular economy transitions. He has published in different international journals, and his research has been presented at major international conferences in operations and supply chain management. He also received the IPSERA 2025 Best Paper Award for the paper “From Micro to Macro: The Role of Microfoundations of Capabilities in Overcoming Barriers to Circular Procurement.” 3. Viviana Sicardi received the M.Sc. degree in engineering management. She is currently a PhD candidate in the Economics, Statistics and Sustainability doctoral program at the University of Naples Parthenope. Her academic interests include circular economy, Environmental, Social, and Governance (ESG) practices, non-financial reporting, sustainability, entrepreneurship, logistics, and supply chain management. Her research focuses on the integration of sustainability principles into business strategies and operational models, exploring how responsible corporate practices and circular approaches can drive innovation and long-term value creation across supply chains. Furthermore, her research interests include Industry 5.0, artificial intelligence, blockchain, brain-computer interface, and enabling technologies in fostering the twin digital and sustainability transition.

	4. Claudia Spilotro is a PhD candidate in Economics and Management of Sustainability and Innovation at the LUM Giuseppe Degennaro University (Italy). She was a visiting scholar from October 2025 to March 2026 at the Chair of Family Business & Entrepreneurial Orientation at the University of Siegen (Germany). Her research interests focus on digital transformation and strategic innovation management, with particular emphasis on academic entrepreneurship and artificial intelligence. 5. Matteo Tavano is a PhD Candidate in Environment, Resources, and Sustainable Development, an international doctoral programme of the UNESCO Chair at the University of Naples "Parthenope". His research investigates the Twin Transition, with a particular focus on how digitalization and sustainability can be integrated into coherent transformation processes rather than pursued as separate agendas. Drawing on a background in Management Engineering, he approaches this challenge from a socio-technical and systems perspective, examining the interactions among technologies, organizations, institutions, and decisionmakers that shape transition processes. His work combines empirical research with systems-oriented modelling to explore how digital technologies affect coordination, organizational change, and sustainability outcomes. His research is developed across contexts such as logistics, supply chains, and circular economy systems, where technological innovation often interacts with environmental objectives, organizational constraints, and institutional conditions. Through this perspective, he contributes to the development of analytical and decision-support approaches for understanding and governing digital and sustainable transformation in complex systems.
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>	Viviana Sicardi

