

# 20<sup>th</sup> IFKAD 2025 Final PROGRAM

**BLENDED EDITION**  
International Forum on Knowledge Asset Dynamics

## Knowledge Futures: AI, Technology, and the New Business Paradigm

**2-4 July 2025**

University of Naples Federico II  
Naples, Italy  
Discord Virtual Platform



## WELCOME TO THE IFKAD 2025

20<sup>th</sup> International Forum on Knowledge Asset Dynamics

# Knowledge Futures: AI, Technology, and the New Business Paradigm

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On behalf of the organizing committee, we are delighted to welcome you in Naples for the 20th edition of the annual conference of the International Forum of Knowledge Assets Dynamics (IFKAD 2025). This year, the conference is hosted by the University of Naples Federico II, one of the oldest universities in the world, which has just celebrated 800 years of history. Despite its long tradition, our university has been able to adapt to significant changes over the years, remaining at the forefront of innovation and actively contributing to the current challenges of our society. In this regard, hosting here such an important meeting on the role of Artificial Intelligence and emerging technologies in shaping new business paradigms assumes symbolic relevance.

Thanks to the success of previous editions, IFKAD has emerged as a prominent international scientific forum, aiming to understand and share insights on the role of knowledge in creating organizational value and driving innovation and transformation. In this 20th edition, we intend to enrich the debate on the integration of emerging technologies in knowledge management processes and contribute to delineating the future trajectories of organizations.

Indeed, the spread of digital technologies presents both intriguing challenges and new opportunities for modern businesses while also posing significant risks. In this context, it is crucial to explore how such technologies are transforming industries and society and what are the main related threads for sustainable and inclusive growth.

In this meeting, over 200 contributions will be presented on this topic, covering different areas and perspectives. The key questions motivating the presented studies are:

- *How are emerging technologies shaping the future of society and business?*
- *How can AI be used to create and transfer knowledge within organizations?*
- *How can digital technologies contribute to social and inclusive innovation?*
- *How to balance the adoption of digital technologies and human-centered approaches within organizations?*
- *How risks connected to the adoption of digital technologies may be mitigated?*
- *How Artificial Intelligence and emerging technologies contribute to link tradition and innovation?*

We invite each participant to actively engage in the sessions and discussions to promote the sharing of experiences and create a fruitful context for advancing knowledge and expertise on the topic.

Welcome to Naples, and welcome to IFKAD 2025.

**Giuseppe Bruno, Carmela Piccolo, Cristina Ponsiglione**

*Department of Industrial Engineering*

*University of Naples Federico II, Italy*

*Chairpersons, IFKAD2025*

**Giovanni Schiuma**

*LUM University, Italy*

*President, IFKAD*

## KEYNOTE SPEAKERS

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### Susanne DURST

Susanne Durst is a Full Professor of Management at the Department of Business and Economics of Reykjavik University (Iceland).

Her research interests include knowledge (risk) management, responsible digitalization and sustainable business development in the context of small entrepreneurial organizations. Her work has been published widely in international peer-reviewed journals and recognised through various awards, including the Transeo Academic Award in 2012 and the Emerald Literati Award “Outstanding Paper” in 2020 and 2023. She is the Editor-in-Chief of The Bottom Line and the co-Editor-in-Chief of VINE Journal of Information and Knowledge Management Systems.

### Wim VANHAVERBEKE

Wim Vanhaverbeke is Professor of Digital Strategy and Innovation at the University of Antwerp. His research focuses on digital transformation, innovation ecosystems, and open innovation, with publications in leading journals such as Organization Science, Journal of Management, Research Policy, and California Management Review. He has co-edited four books on open innovation and authored a seminal work on managing open innovation in SMEs.

He is Editor-in-Chief of Technovation and a prominent academic voice in digital transformation and innovation ecosystem research. He co-founded the European Innovation Forum with Henry Chesbrough in 2012 and co-organized the World Open Innovation Conference in 2016. A sought-after speaker at international conferences, he also advises large corporations and technology start-ups on innovation strategies. He serves on the Advisory Committee of the Research Center for Technological Innovation at Tsinghua University.



### Vincenzo CORVELLO

Professor Vincenzo Corvello is a distinguished scholar in Engineering Management, currently serving as Professor at the University of Messina’s Department of Engineering. His research focuses on innovation management and organizational design, and he has published extensively in prestigious international journals such as Technovation, Journal of Business Research, Technological Forecasting and Social Change, and Review of Managerial Science. Professor Corvello’s work is recognized for advancing understanding in areas such as open innovation, collaborative project management, and organizational strategies for innovation. He serves as the Editor-in-Chief of the European Journal of Innovation Management.



## SPECIAL TRACKS

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### **Navigating AI Adoption in the Service Industry: A Focus on Organizational Dynamics**

*Organizers:*

Claudia Cozzio, Free University of Bolzano, Italy  
Massimo Morellato, Free University of Bolzano, Italy  
Oswin Maurer, Free University of Bolzano, Italy

### **New Models and Technologies for Business and Management Innovation**

*Organizers:*

Vittorio D'Amato, University LUM, Italy  
Antonio Giangreco, IESEG, France  
Luca Tuporini, LIUC University of Cattaneo, Italy  
Elena Tosca, University LUM, Italy

### **Diversity Management, Inclusion and Knowledge Creation for Innovation**

*Organizers:*

Beretta Valentina, University of Pavia, Italy  
Brescia Valerio, University of Milan, Italy  
Demartini Maria Chiara, University of Pavia, Italy  
Trucco Sara, University of International Studies in Rome, Italy

### **IPAZIA CHAPTER – Gender Issues in Innovative Society: AI and Technology for New Organizational Paradigms**

*Organizers:*

Paola Paoloni, Sapienza University of Rome, Italy  
Giuseppe Modaffari, Sapienza University of Rome, Italy

### **Exploring the Intersection of Digital Transformation and Business Model Innovation: Insights and Opportunities**

*Organizers:*

Veronica Marozzo, University of Messina, Italy  
Alessandra Costa, University of Messina, Italy  
Tindara Abbate, University of Messina, Italy

### **Entrepreneurship and New Technologies**

*Organizers:*

Ciro Troise, University of Turin, Italy  
Gabriella Esposito, University of Turin, Italy  
Mark Anthony Camilleri, University of Malta, Malta  
Stefano Bresciani, University of Turin, Italy  
Abby Ghobadian, University of Reading, United Kingdom

### **Society 5.0: From Knowledge-Based to a Wise-Based Approach**

*Organizers:*

Maurizio Massaro, Ca Foscari University of Venice, Italy  
Susanne Durst, Reykjavik University, Iceland  
Davide Calandra, University of Turin, Italy

### **Advancing Insights in Organizational Behavior, Technologies and Knowledge Management**

*Organizers:*

Susanne Durst, Reykjavik University, Iceland  
Francesca Di Virgilio, University of Molise, Italy  
Angelo Rosa, LUM University Giuseppe Degennaro, Italy  
Nicola Capolupo, University of Salerno, Italy

### **Artificial Intelligence and Strategic Knowledge Management**

*Organizers:*

Krishna Venkitachalam, Ajman University, UAE  
Nina Helander, Tampere University, Finland

# SPECIAL TRACKS

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## **Navigating AI and Cutting-Edge Technologies in Knowledge Management**

### *Organizers:*

Vincenzo Varriale, University of Salerno, Italy  
 Antonello Cammarano, University of Salerno, Italy  
 Francesca Michelino, University of Salerno, Italy  
 Mirko Perano, University of Salerno, Italy  
 Agim Mamuti, Western Balkan University, Albania

## **The Role of Advanced Technologies in Innovation 5.0 Scenario as Enabler of Innovation Ecosystems**

### *Organizers:*

Maria Chiara De Lorenzi, University of Salento, Italy  
 Domenica Barile  
 Maria Elena Latino, University of Salento, Italy  
 Giustina Secundo  
 Valentina Lazzarotti

## **Exploring the Impact of Technological Innovation on the Social Sustainability of Agrifood Supply Chains**

### *Organizers:*

Roberto Mauriello, University of Naples Federico II, Italy  
 Simplicio Asongu, European Xtramile Centre of African Studies, Belgium  
 Livio Cricelli, University of Naples Federico II, Italy  
 Kaliyan Mathiyazhagan, Thiagarajar School of Management, India  
 Serena Strazzullo, University of Naples Federico II, Italy

## **Decision Support Methods for Food Waste Reduction in Agri-Food Supply Chain: The KILOWATT Project**

### *Organizers:*

Gerarda Fattoruso, University of Foggia, Italy  
 Massimo Squillante, University of Sannio, Italy  
 Antonio Violi, University of Sannio, Italy

## **Future Organizations and Strategies: Integrating Humans and Technology for Social and Environmental Impact**

### *Organizers:*

Gabriela Citlalli López Torres, Autonomous University of Aguascalientes, México  
 Francisco Javier Álvarez Torres, University of Guanajuato, México  
 Giovanni Schiuma, University LUM Giuseppe Degennaro, Italy  
 Arina A. Andreeva, Complutense University of Madrid, Spain  
 Oscar Alejandro Espinoza Mercado, University of Guadalajara, México

## **Can the Regenerative Approach Support Manufacturing Industries in Facing Unsustainable Conditions? Building New Business Paradigms on Evidence and Best Practices**

### *Organizers:*

Maria Elena Latino, University of Salento, Italy  
 Marta Menegoli, University of Salento, Italy  
 Roberta Pellegrino, Polytechnic University of Bari, Italy  
 Antonio Piepoli, Polytechnic University of Bari, Italy  
 Pierpaolo Pontrandolfo, Polytechnic University of Bari, Italy

## **Complexity Approaches to Support New Knowledge and Business Development**

### *Organizers:*

Giovanna Ferraro, University of Rome Tor Vergata, Italy  
 Stephan Leitner, University of Klagenfurt, Austria  
 Raffaella Manzini, LIUC Università Cattaneo, Italy  
 Cristina Ponsiglione, University of Naples Federico II, Italy  
 Linda Ponta, University of Genoa, Italy

## SPECIAL TRACKS

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### **Industry 5.0 and Sustainability: (Re) Shaping Workforce Skills and Management in Multiple Industries and/or Hybrid Organisations**

*Organizers:*

Mariarosalba Angrisani, Parthenope University of Naples, Italy  
Mariavittoria Cicellin, Federico II University of Naples, Italy  
Elina Gaile-Sarkane, Riga Technical University, Latvia  
Ivana Quinto, Parthenope University of Naples, Italy

### **Artificial Intelligence, Intellectual Capital, and Value Creation: Inspiring New Strategies and Challenges**

*Organizers:*

Valeria Schifilliti, University of Messina, Italy  
Elvira Tiziana La Rocca, University of Messina, Italy  
Francesco Fasano, University of Calabria, Italy  
María Eugenia Sánchez Vidal, Polytechnic University of Cartagena, Spain

### **The Value of Interdisciplinary Research in Managing Knowledge and Emerging Technologies to Harmonizing Business and Society**

*Organizers:*

Chiara Civera, University of Turin, Italy  
Cecilia Casalegno, University of Turin, Italy  
Lea Iaia, University of Turin, Italy  
Marco Pironti, University of Turin, Italy  
Simone de Colle, IÉSEG School of Management, France

### **AI and Technology as Catalysts for Knowledge: Shaping Roles, Competences, and Value Creation in Healthcare**

*Organizers:*

Lorella Cannavacciuolo, University of Naples Federico II, Italy  
Emanuela Foglia, LIUC University, Italy  
Eleonora Gheduzzi, Politecnico of Milan, Italy  
Emanuele Lettieri, Politecnico of Milan, Italy

### **Artificial Intelligence in Medicine: Transforming Healthcare Through Innovation**

*Organizers:*

Guendalina Capece, Universitas Mercatorum, Italy  
Tindaro Cicero, Universitas Mercatorum, Italy  
Flavia Di Costa, Universitas Mercatorum, Italy  
Daniela D'Auria, Universitas Mercatorum, Italy

### **Technology Management and Business Maturity: Innovative, Sustainable and Secure Digital Transformation Initiatives in Industry**

*Organizers:*

Vito Del Vecchio, University of Salento, Italy  
Mariangela Lazoi, University of Salento, Italy  
Christian Catalano, University of Bari Aldo Moro, Italy  
Monica Rossi, Polytechnic University of Milan, Italy  
Abdelaziz Bouras, Qatar University, Qatar

### **Stakeholder Collaboration as a Driver of Knowledge Diffusion and Sustainable Value Creation in Ecosystems**

*Organizers:*

Mario Tani, University of Naples Federico II, Italy  
Basile Gianpaolo, Mercatorum University, Italy  
Anna Prisco, University of Naples Federico II, Italy

# SPECIAL TRACKS

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## **Accelerating the Shift to a Circular Economy Through Digital Technologies and Knowledge Management**

### *Organizers:*

Stefania Supino, San Raffaele University, Italy  
Nicola Raimo, LUM University, Italy  
Benedetta Esposito, Mercatorum University, Italy  
Vitiana L'Abate, University of Sannio, Italy  
Filippo Vitolla, LUM University, Italy

## **Translating Feminist Knowledge into Business Practice for Sustainable and Inclusive Strategies, Processes, and Organizations**

### *Organizers:*

Barbara Scozzi, Polytechnic University of Bari, Italy  
Francesco Paolo Lagrasta, Polytechnic University of Bari, Italy  
Greta Temporin Polytechnic University of Turin, Italy  
Omar Mazzucchelli, Polytechnic University of Milan, Italy  
Pierpaolo Pontrandolfo, Polytechnic University of Bari, Italy

## **Exploring Creative Processes and Decision-Making in the Era of Human & Artificial Intelligence**

### *Organizers:*

Andrea De Mauro, University Due of Rome, Italy  
Paola De Martini, University Tre of Rome, Italy  
Rosa Fioravante, University Tre of Rome, Italy  
Lucia Marchegiani, University Tre of Rome, Italy  
Michela Marchiori, University Tre of Rome, Italy

## **Health Technology Assessment and Artificial Intelligence in Healthcare Systems**

### *Organizers:*

Concetta Lucia Cristofaro, University E-Campus, Italy  
Fausto Di Vincenzo, University of Chieti-Pescara, Italy  
Federica Morandi, Catholic University of Rome Sacro Cuore, Italy  
Marzia Ventura, Magna Graecia University of Catanzaro, Italy  
Walter Vesperi, University of Palermo, Italy

## **The Impact of AI and Digital Transformation on Knowledge Integration Practices in Project Oriented Settings**

### *Organizers:*

Paolo Canonico, University of Naples Federico II, Italy  
Ernesto De Nito, University of Salerno, Italy  
Antonio Bassi, SUPSI, Switzerland  
Deva Rangarajan, IÉSEG School of Management Paris, France  
María D. De-Juan-Vigaray, University of Alicante, Spain

## **The Impact of ESG Factors on Stakeholder Engagement According to AI**

### *Organizers:*

Maria Zifaro, Mercatorum University, Italy  
Andrea Presciutti, Mercatorum University, Italy  
Giovanni Spatola, Mercatorum University, Italy  
Giuseppe Ambrosio, Mercatorum University, Italy  
Anna Bisogno, Mercatorum University, Italy

## **Social Sustainability and AI in the Framework of Knowledge Management**

### *Organizers:*

Maria Zifaro, Mercatorum University, Italy  
Andrea Presciutti, Mercatorum University, Italy  
Giovanni Spatola, Mercatorum University, Italy  
Giuseppe Ambrosio, Mercatorum University, Italy

# SPECIAL TRACKS

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## **Shaping the Future: Adapting HEIs to the Evolving Knowledge and Innovation Landscape**

### *Organizers:*

Nikolett Deutsch, Corvinus University of Budapest, Hungary  
Viktória Papp-Horváth, Corvinus University of Budapest, Hungary

## **Intelligent Communities and Organisations Driving Innovation by Dealing with Knowledge and Technologies**

### *Organizers:*

Mauro Romanelli, Parthenope University of Naples, Italy  
Alexandra Zbucea, National University of Political Studies and Public Administration, Romania  
Domenico Celenza, University of Cassino and Southern Lazio, Italy  
Alessandra Lardo, Parthenope University of Naples, Italy

## **Trends in Performance Measurement and Management of Healthcare Organizations: Investigating the Contribution of New Digital Technology in Supporting Knowledge Management and Value Creation**

### *Organizers:*

Francesca De Domenico, University of Messina, Italy  
Anna Maria Melina, University of Messina, Italy  
Guido Noto, University of Messina, Italy  
Rocco Reina, University of Catanzaro, Italy

## **GenAI for Improving Organizational Processes and Knowledge**

### *Organizers:*

Marianna Lezzi, University of Salento, Italy  
Giuliana Barba, University of Salento, Italy  
Barbara Scozzi, Polytechnic University of Bari, Italy  
Filippo Chiarello, University of Pisa, Italy

## **Digital Transformation of Circular Manufacturing Systems**

### *Organizers:*

Michal Krčál, Masaryk University, Czech Republic  
Alena Klapalová, Masaryk University, Czech Republic  
Farazee Mohammad Abdullah Asif, KTH Stockholm, Sweden  
Sayyed Shoaib-Ul-Hasan, KTH Stockholm, Sweden

## **Artificial Intelligence (AI) and Emerging Technologies for Value Creation in Service-Based Industries**

### *Organizers:*

Pasquale Del Vecchio, University LUM Giuseppe Degennaro, Italy  
Valentina Ndou, University of Salento, Italy  
Roberto Cerchione, University of Naples Parthenope, Italy  
Giuseppina Passiante, University of Salento, Italy  
Gioconda Mele, University of Salento, Italy

## **AI and Knowledge Futures in Cultural Tourism: Shaping a New Paradigm**

### *Organizers:*

Daniela Carlucci, University of Basilicata, Italy  
Antonio Lerro, University of Basilicata, Italy  
Francesco Santarsiero, University of Basilicata, Italy  
Rosaria Lagrutta, University of Basilicata, Italy  
Vincenzo Orsi, University of Basilicata, Italy  
Gustavo Morales-Alonso, Polytechnic University of Madrid, Spain  
Matiàs Celdran, Polytechnic University of Madrid, Spain  
Francesco Scorza, University of Basilicata, Italy  
Beniamino Murgante, University of Basilicata, Italy  
Simone Corrado, University of Basilicata, Italy  
Rachele Vanessa Gatto, University of Basilicata, Italy  
Mauro Fiorentino, University of Basilicata, Italy  
Giovanna Andrulli, University of Basilicata, Italy

## SPECIAL TRACKS

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### **Open Innovation Pathways: How Start-ups Thrive in Collaborative Ecosystems**

*Organizers:*

Benedetta Pini, University of Parma, Italy  
Barbara Bigliardi, University of Parma, Italy  
Alberto Michele Felicetti, University of Calabria, Italy  
Salvatore Ammirato, University of Calabria, Italy  
Virginia Dolci, University of San Marino, San Marino

### **Questioning the Role of Digital Technologies for Board Decision Making**

*Organizers:*

Gaetano Della Corte, Universitas Mercatorum, Italy  
Donata Mussolino, University of Naples Federico II, Italy  
Federica Ricci, Sapienza University of Rome, Italy  
Sara Saggese, University of Naples Federico II, Italy  
Fabrizia Sarto, University of Naples Federico II, Italy

### **Startups and Cultural Heritage Valorization: An Emerging Paradigm**

*Organizers:*

Fabio Greco, University of Naples Federico II, Italy  
Laura Clemente, University of Naples Federico II, Italy  
Gesualda Iodice, University of Naples Federico II, Italy  
Amelia Napolitano, University of Naples Federico II, Italy  
Marco Tregua, University of Naples Federico II, Italy  
Francesco Bifulco, University of Naples Federico II, Italy



University's Garden - Welcome Reception Venue

# PROGRAM IFKAD 2025

## 09.00 OPENING OF VIRTUAL SESSIONS IFKAD 2025

## 09.05-11.10 PARALLEL SESSIONS (DISCORD)

### ROOM A

#### Digital Innovations in Healthcare

chair: **Guendalina Capece**

*Giuseppe Loseto, Alessandro Massaro, Angelo Rosa*

Generative AI Techniques for Data Aggregation and Summarization: Enhancing Decision Support in Healthcare

*Sara Consilia Papavero, Concetta Lucia Cristofaro, Rossella Di Bidino, Fabrizio Massimo Ferrara, Giuseppe Arbia, Sabrina Bonomi*

Evaluating Holistic Socio-Environmental Impact of Digital Health: Scoping Review of Decision-Making Frameworks

*Ubaldo Comite, Eveny Ciurleo, Maria Carmela Serluca, Alba Maria Gallo*

Digital Innovation in Healthcare Management: Impacts, Challenges, and Opportunities

*Ubaldo Comite, Alba Maria Gallo, Eveny Ciurleo*

Human-Machine Interaction and Robotics in Healthcare: A Research Agenda as a Starting Point

*Giuseppe La Torre, Guendalina Capece, David Shaholli, Alice Mannocci*

Enhancing Occupational Health and Safety Education through Gamification: The "Giochiamo a 81" Project

### ROOM B

#### ST 04: IPAZIA Chapter – Gender Issues in Innovative Society: AI and Technology for New Organizational Paradigms

chair: **Giuseppe Modaffari**

*Francesca Valentina Giglio Moro, Carlo Drago*

Addressing Gender Bias in AI Business Implementation: A Latent Dirichlet Allocation-Based Analysis

*Maria Teresa Bianchi, Raffaele de Socio, Sabrina Ricco*

AI Impact on the Corporate Gender Gap

*Paola Paoloni, Alejandra Sevilla-Guzmán*

CBCDs and AI: A Double-Edged Sword for Women's Financial Inclusion

*Ubaldo Comite, Alba Maria Gallo, Eveny Ciurleo*

Artificial Intelligence and Gender Equality: Challenges and Opportunities for Women Entrepreneurs

*Alessandra Buonasera, Simona Catuogno, Valeria Naciti, Pasquale Sasso*

Gendered Intellectual Capital among the ESG Topics: Evidence from the Sustainability Reports of Italian-Listed SMEs

### ROOM C

#### Knowledge Management, Digital Transformation and Innovation

chair: **Edoardo D'Andrassi**

*Francesco Pucci, Giuseppe Roberto Marseglia, Alberto Irace, Federico Chmet*

AI-Enhanced Data Platforms: Transforming Knowledge Management in Waste Management Organizations

*Jean-Baptiste Phillippe*

Redefining Middle Management: How Generative AI Reshapes Roles and Competencies

*Michele Modina, Ilaria Nigro*

The Role of DAOs in Shaping Knowledge Management: Opportunities and Risks

*Carlo Drago, Francesca Valentina Giglio Moro, Angelo Leogrande*

Bibliometric Ensemble-Based Community Detection Analysis of AI, Knowledge Management, and Emerging Technologies Convergence in Business Paradigms

*Edoardo D'Andrassi, Maria Vergallito, Greta Bogo, Davide Ceresa*

A Bibliometric Analysis of Artificial Intelligence and Strategic Knowledge Management: Trends, Gaps, and Managerial Implications

**ROOM D****Smart Communities & Virtual Culture****chair: Mauro Romanelli***Elisa Bonacini*

Sarajevo 1992-2025. The Contribution of Art between War and Peace, Analogue and Digital

*Antonietta Strada, Chiara Vandoni, Guido Perboli*

Blockchain Technology and Non-Fungible Tokens (NFTs) in Museums: Legal Considerations

*Chiara Vandoni, Guido Perboli*

Barriers to Web3 Technologies in Museums: A Qualitative Study in Turin

*Mauro Romanelli*

Smart Responsible Innovative Cities: An Organisational Agenda

*Alexandra Zbucea, Monica Bira, Mauro Romanelli*

Creative Urban Spaces: A Collaborative and Organisational View

**ROOM E****ST 43: Social Sustainability and AI in the Framework of Knowledge Management****chair: Giuseppe Ambrosio, Giovanni Spatola***Stefania D'Aprile, Giovanni Spatola*

Artificial Intelligence as a Driver for Educational Inclusion: Developing a Generative AI Chatbot to Support Professors and Students

*Giovanni Spatola, Stefania D'Aprile, Maria Zifaro, Andrea Presciutti, Alessandro Broglio*

Preliminary Study on the Impact of Artificial Intelligence in ESG Practices: A Multi-Case Approach in the Italian Market

*Giovanni Spatola, Mario D'Avino, Antonio Capasso, Maria Zifaro, Andrea Presciutti*

Artificial Intelligence and Social Sustainability in the Energy Sector: Enhancing Stakeholder Perception and ESG Performance through Innovative Practices

*Giovanni Spatola, Giuseppe Ambrosio, Marianna Mancino, Maria Zifaro, Andrea Presciutti*

Exploring Synergy: AI-Driven Knowledge Management, ESG Performance, and Stakeholder Perceptions in the Energy Sector

*Marco Chironi, Benedetta Coluccia*

Cybersecurity in the Legal Context: State of Art and Next Challenges

**ROOM F****Digital Transformation, AI & Emerging Technologies****chair: Ilaria Mariani***Diana Smite*

Collaborative Hackathons: Enabling Corporate Sustainability Transitions. The Case of Riga Technical University Cooperation

*Ilaria Mariani, Marzia Mortati, Francesca Rizzo*

Designing and Scaling GovTech Solutions Through Stakeholder Engagement. The Case Study of WiseTown's Digital Twin

*Antonio Iazzi, Simona Lamusta, Paola Scorrano, Monica Fait*

Bibliometric Exploration of Impression Management and Emerging Technologies in Business Communication

*Simona Mormile, Roberta Romano, Emilia Romeo, Gabriella Piscopo, Paola Adinolfi*

Navigating the Digital Challenge: A Bibliometric Analysis of Talent Management in the Public Sector

*Syed Ahsan Ali Zaman*

Digital Technology Adoption and Transformation Management Matching Fit: Enhancing Digitalization Performance through a Contingency Lens

**ROOM G****AI Implementation & Digital Transformation****chair: Giacomo Gotti***Maayan Nakash, Ettore Bolisani*

Do Organizations Struggle to Implement AI in Knowledge Management Systems? Initial Empirical Insights

*Giacomo Gotti, Angela Fiorella Oksana, Carla Morrone, Valerio D'Ovidio*

Navigating Sustainable Corporate Governance in the Age of Artificial Intelligence: Primary Evidence from Italy

*Riccardo Ventura, Iliaria Mariani*

Open Innovation for Virtual Worlds: A Design-Driven Theoretical Framework for the Creation of User-Generated Experiences

*Ludovica Nardi, Andrea De Mauro*

Managing Prices in the Age of AI: a Taxonomy of AI Applications to Support Pricing Decisions

*Débora Cristina De Andrade Vicente, Ivan Luciano Danesi, Marta Bertolaso, Chiara Bellini, Lucia Marchegiani*

Corporate Governance, Human-Centric Approaches, and AI Adoption: Does Organizational Size Matter?

## ROOM H

### Resilience & Sustainable Strategies

chair: **Stephan Leitner**

*Andrea Gargiulo, Daniele Leone, Marco Ferretti*

A Sustainable Future for Media-Franchising's Role in the Entertainment Industry

*Stefano Marciano, Francesca Peluso*

Business Model Innovation and Digital Technologies in Agri-Food: Leveraging Boundaries for Sustainability

*Stephan Leitner*

Organisational Resilience and Decision-Making Modes: An Agent-Based Analysis

*Fabrizio Baldassarre, Savino Santovito, Raffaele Campo, Peirfelice Rosato*

Enhancing the Acceptation of Insects as Food: A Sustainable Strategy for a Real Alternative Nutrition?

*Kevin Alexander Echeverry Bucurú, Fabiola Colmenero Fonseca, Ramiro Rodríguez Pérez, Javier Cárcel Carrasco*

Knowledge Management and Artificial Intelligence to Recover Constructive Knowledge and Materials from the Golden Triangle

11.10-11.20

COFFEE BREAK



11.20-13.00

PARALLEL SESSIONS (DISCORD)

## ROOM A

### ST 55: Open Innovation Pathways: How Start-ups Thrive in Collaborative Ecosystems

chair: **Virginia Dolci, Barbara Bigliardi**

*Maria Cristina Pietronudo, Eva Panetti, Andrea Caporuscio, Daniele Leone*

Mental Models for Entrepreneurial Ecosystems: A Simulation Experiment

*Laura Monferdini, Benedetta Pini, Virginia Dolci, Eleonora Bottani*

How Emerging Technologies Drive Collaboration in Start-Ups' Innovation Ecosystems

*Serena Filippelli, Barbara Bigliardi, Virginia Dolci, Laura Monferdini, Benedetta Pini*

The Impact of Digitalization and Open Innovation on the Performance of Innovative Startups: A Systematic Literature Review

*Benedetta Pini, Virginia Dolci, Sara Guareschi, Alberto Petroni, Barbara Bigliardi*

Enabling and Hindering Factors in the Collaboration Between Startups and Big Enterprises within Innovation Ecosystems A Focus on Sustainability and Digitization

## ROOM B

### ST 22: Artificial Intelligence, Intellectual Capital, and Value Creation: Inspiring new strategies and challenges

chair: **Elvira Tiziana La Rocca, Valeria Schifilliti**

*Antonino Interdonato*

Artificial Intelligence as a Lever for Intellectual Capital in Public Administration

*Nguyen Minh Hieu*

Enhancing Value Creation with Metro Systems: Future Directions through AI and Intellectual Capital

*Vincenzo Belfiore, Alberto Caratozzolo, Valeria Naciti, Daniela Rupo*

AI-Driven Transformation in the Pharmaceutical Industry: Value Creation through Strategic Collaboration

**ROOM C****AI, Workplace and Human Resources****chair: Francesca Loia***Alfredo Castro, Roberto Sbragia, Elza Veloso*

Digital Leadership in the Era of Remote Work: Challenges, Strategies, and the impact of AI

*Francesca Loia, Cecilia Maltempo, Rosario Marrapodi, Marcello Martinez, Stefania Mele, Mario Pezzillo Iacono*

Leveraging the Metaverse: A Multidimensional Approach to Knowledge Management in Project-Oriented Settings

*Amarildo Zane, Fátima Guadamillas Gómez, Mario Javier Donate Manzanares*

Knowledge Management in Diverse Organizations: A Meta-Data Analysis

*Riccardo Michele Colangelo, Eleonora Petrazzuoli, Maria Menshikova, Vito Saverio Ciccoira, Nunzia Cosmo*

Costs and Benefits of AI Adoption in the Recruitment Process: Organisational, Recruiter and Job Applicant Perspectives

**ROOM D****Human Resources, Behavior & DEI****chair: Henrik Schreiber***Isabella Bonacci, Danila Scarozza, Maria Menshikova*

Evolution of HRM: A Longitudinal Study on the Skills of New Entrants in HR Area

*Petia Genkova, Henrik Schreiber, Edwin Semke*

Global or Local Player? – Cultural Diversity and Barriers in STEM Studies

*Laura R. Iacovone*

The Activation of Inclusive Behaviors Through Self-Awareness of Cognitive Biases: The Contribution of New Web3 Technologies

*Lufuno Lugisani, Oluseye Jegede*

The Role of Chatbots in Enhancing Managerial Experience within Organisations

**ROOM E****Industry, Sustainability & Circular Economy****chair: Federica Marroni***Federica Marroni*

Exploring Artificial Intelligence in the Circular Blue Economy

*Marco Scatto, Chiara Grosso, Karen Venturini*

Forecasting Analysis for Technology-Driven Transition in Circular Packaging

*Nibedita Saha, Nabanita Saha, Tomas Saha, Sharad Srivastava, Petr Saha*

New Collaborative Ecosystems: Do they Create Stirring Dynamics on Footwear Industries Value Chain and Business Network to Integrate Societal Challenges?

*Fabiola Colmenero Fonseca, Lauren Yolanda Gómez Zamorano, Rut Benavente, Amparo Borrell*

Technology and Heritage: Artificial Intelligence Applied to the Diagnosis and Conservation of Ceramic Materials

**ROOM F****AI, Starups & Knowledge Management****chair: Nina Helander***Chiara Bellini, Débora Cristina De Andrade Vicente, Lucia Marchegiani, Christian Lechner*

AI for Startup Decision-Making and Knowledge Management: Evidence from an Innovation Ecosystem

*Cinzia Battistella, Fabio Nonino, Alessandro Pompei*

Evaluating AI's Impact on Project Risk Management: To What Extent Can AI Assist Project Managers and Mitigate Human Limitations?

*Francesca Ventimiglia, Edoardo D'Andrassi, Renato Bellesini, Yael Piperno*

Generative Artificial Intelligence in Startups: Challenges, Opportunities and Theoretical Perspectives

*Vita Santa Barletta, Fabio Biondi, Christian Catalano, Samuele del Vescovo, Carla Di Biccari*

Adversarial ML Attacks in Multi-Domain Operations

**ROOM G**

**ST 15: Decision Support Methods for Food Waste Reduction in Agri-Food Supply Chain: The KILOWATT Project**  
**chair: Antonio Violi**

*Gerarda Fattoruso, Massimo Squillante, Antonio Violi*  
Multi-Criteria Decision-Making to Evaluate Sustainability and Performance in the Agri-Food Supply Chain

*Kanwal Gul, Elena Lupolo, Simone Luongo, Fabiana Sepe, Giovanna Del Gaudio*  
The Role of Intelligent Packaging in Reducing Food Waste: A Consumer Behaviour Analysis

*Walter Vesperi, Maria Carlotta Rizzuto, Anna Maria Melina*  
Organizing the Agri-Food Supply Chain to Reduce Food Waste: An Exploratory Study

*Francesco Santoro, Ada Biafore, David Toscano*  
The Kilowatt Project: An Overview about Aims, Tools, and Key Activities

**ROOM H**

**ST 16: Future Organizations and Strategies – Integrating Humans and Technology for Social and Environmental Impact**  
**chair: Gabriela C. Lopez-Torres**

*Elina Pentjusa*  
Exploring Flexible Working Arrangements: A Self-Determination and JD-R Model Perspective

*Irene Fulco, Francesca Loia, Barbara Aquilani, Marcello Martinez*  
Investigating Digital Transformation and Business Model Innovation in Made in Italy Sectors

*Catarina Pereira Morais, Elizabeth Real de Oliveira*  
Cultural Intelligence and Sustainable Entrepreneurship Strategies to Success in a Global Context

*Peter Lindgren, Jane Flarup, Purnima Lala Mehta, Anmol Bhatia*  
How Does AI impact Human Capital in Multi Business Model Innovation Processes?

**13.00 CLOSING OF VIRTUAL SESSIONS / END OF ONLINE TRANSMISSIONS**



*University of Naples Federico II*

**13.00-14.20 ON-SITE REGISTRATION DESK OPEN**  
**WELCOME COFFEE TIME**

*(University of Naples Federico II, Piazzale V. Tecchio 80)*

**14.20-14.40 OFFICIAL OPENING OF IFKAD 2025**

Giuseppe Bruno - *Co Chair IFKAD 2025, University of Naples Federico II*

Andrea Prota - *Head of Polytechnic and Basic Sciences School, University of Naples Federico II*

Nicola Bianco - *Head of Department of Industrial Engineering, University of Naples Federico II*

Giovanni Schiuma - *President IFKAD, LUM University Giuseppe Degennaro*

**14.40-16.00 ROUND TABLE -- (Aula Magna "Leopoldo Massimilla")**  
***Don't Look Back in Anger: Balancing Tradition and Innovation for Change***  
**Moderators: Cristina Ponsiglione, Carmela Piccolo**

Fabio Barbato - *Operations and Organization Manager of "Banca Popolare del Cassinate"*

Alessandro Conduro - *General Manager and CEO of "Da Michele in the World"*

Marcella Mantovani - *President of "Donne Fipe Confcommercio Campania"*  
*and Co-Founder of "Gelatosità & Mantovani 1946"*

Cristina Mele - *Rector's delegate for Innovation and Third Mission of University of Naples Federico II*

**16.00-18.05 PARALLEL SESSIONS****ROOM - Aula Bobbio**

**ST 03: Diversity Management, Inclusion and Knowledge Creation for Innovation**  
**chair: Valentina Beretta, Valerio Brescia**

*Szu-Chieh Chen, Wei-Ling Yang, Yafang Tsai, Shih-Wang Wu*

Assessing Carbon Emissions and Energy Use Behaviours among Medical Undergraduate Students in Taiwan

*Eugenia Parodi, Benedetta Pipino, Daniela Quintanilla Segovia, Maria Chiara Demartini, Valentina Beretta*  
 Board Members' Educational Background Diversity: Does it Affect Performance?

*Beatrice Sveva Stasi, Fabrizia Sarto, Sara Saggese*

Women Directors, Sustainability Knowledge and Greenwashing: a Study on Italian Companies

*Michele Rubino, Elisa Gerbasi, Ilaria Mastrorocco*

Board Diversity and Environmental Innovation: An Empirical Investigation of AI's Moderating Role

*Maria Lucia Monaco, Laura Berardi*

The Effect of the Board DEI on Stakeholders and Organizational Performance. Evidence from Third Sector Organizations

**ROOM - Biblioteca Storica**

**ST 26: AI and Technology as Catalysts for Knowledge: Shaping Roles, Competences, and Value Creation in Healthcare**  
**chair: Eleonora Gheduzzi, Lorella Cannavacciuolo**

*Chiara Pamich, Anna Tiso, Chiara Verbano*

Enhancing Quality Management in Paediatric Palliative Care Pathways: a Systematic Literature Review

*Caterina Pozzan, Anna Tiso, Azemeraw Tadesse Mengistu, Chiara Verbano*

Challenges of Implementing Healthcare Lean Management in Territorial Healthcare: Insights from an Unsuccessful Case

*Salvatore Ammirato, Alessandro Russo, Laura Cutri, Roberto Linzalone*

Driving the Potential Application of AI in Time-Sensitive Clinical Workflows: A Case Study on Stroke Care

*Eleonora Gheduzzi, Mattia Olive, Luca Gastaldi, Cristina Masella*

How Artificial Intelligence Reshapes the Process of Value Co-Creation: Preliminary Evidence from a Qualitative Study in Healthcare

*A. De Pascalis, A. Distante, S. Distaso, G. Elia, G. Lorenzo, A. Margherita, A. Mariotti, M. Napoli, D. Prete, G. Solazzo, A. Zito*  
 A Value-based Perspective of Artificial Intelligence for Teledialysis: An Ongoing Experiment

## ROOM - C

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### **ST 35: Accelerating the Shift to a Circular Economy Through Digital Technologies and Knowledge Management** **chair: Nicola Raimo**

*Daniela Sica, Benedetta Esposito, Stefania Supino*  
Integrating GPT Models into Life Cycle Assessment: Unlocking Artificial Intelligence-Driven Circular Economy

*Chiara Signore*  
Developing an Environmental Decision Support System for ARPAC to Foster the Adoption of Circular Economy Practices Among SMEs

*Giovanna Afeltra, Maria Menshikova*  
The Intersection between Circular Economy and Knowledge Management: The Role of Digital Technologies

*Dario Barberini, Maria Giovina Pasca, Gabriella Arcese*  
Blockchain for the Circular Economy: Implications and Future Directions

*Maria Coscia, Anna D'Auria, Alessandra De Chiara*  
Digital Technologies in Eco-Industrial Parks: Exploring Barriers and Challenges

## ROOM - D

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### **ST 21: Industry 5.0 and Sustainability: (re)Shaping Workforce Skills and Management in Multiple Industries and/or Hybrid Organisations** **chair: Mariarosalba Angrisani**

*Rasma Pipiķe, Elina Gaile-Sarkane*  
Educational Diversity Affecting Enterprise Performance: The Lens of Upper Echelons Theory

*Kristaps Banga, Elina Gaile-Sarkane*  
The Bridge Maker's Role in Industry 5.0 Ecosystems: Driving Collaboration and Innovation for Sustainable Outcomes

*Martina Percuoco, Anna Prisco, Irene Ricciardi, Vincenzo Dell'Anno*  
Artificial Intelligence for a Sustainable Future: Unraveling its Impact on Circular Economy

*Emma Tambou Marianna, Jahan Ara Peerally*  
Collaborative Skills and the Evolving Techno-Social Employee Profiles for Manufacturing Firms under the Digitalization Era

*Mariarosalba Angrisani, Marco Ferretti, Marcello Risitano*  
Skilling and Upskilling within Port Authority Management: A Strategic Approach to Industry 5.0 Requirements

## ROOM - E

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### **ST23: The Value of Interdisciplinary Research in Managing Knowledge and Emerging Technologies to Harmonizing Business and Society** **chair: Chiara Civera, Marco Pironti**

*Chiara Civera, Brigida Morelli, Margherita Zito, Giuseppina Gifuni, Vincenzo Russo*  
Feeling Green, Buying Fast: Neuromarketing Evidence on the Attitude–Behavior Gap and Informational Processing in Sustainable Fashion among Gen Z

*Annaluce Mandiello, Federica Zeuli, Francesco Schiavone*  
Digital Therapeutics and Music: A Transdisciplinary Approach in Healthcare

*Mattia Tamiazzo, Chiara Civera, Weng Marc Lim, Alberto Ferraris, Valentina Chiaudano*  
Chatting with AI about Sustainability Reporting and Stakeholder Engagement

*Damiano Cortese*  
What if...? Narratives, Stakeholders and Alternate Endings in Value Creation

*Paola Pisano, R. Lombardo, R. Bognetti, R. Piolatto, S. Rea, F. Ricasoli, Elisa Lurago, Maria Antonia Ventriglia, Federico Giorgi*  
AI Adoption by Italian Startups: A Measurement Framework

**ROOM - H****ST 06: Entrepreneurship and New Technologies****chair: Ciro Troise***Leonardo Santoro, Gabriele Santoro*

Looking for co-founders: exploring the Co-founders selection process in Venture Studios

*Cristina Caterina Amitrano, Gabriella Esposito, Mark Anthony Camilleri, Stefano Bresciani*

Empowering Disadvantage Entrepreneurship: The Role of New Technologies for People with Disabilities

*Maria Cristina Pietronudo, Mario Sorrentino, Elena Candelo*

Bridging Innovation and Market Needs: An Exploratory Analysis of AI Startup Value Propositions

*Carmine Passavanti, Tatiana Lopez, David Urbano, Pierluigi Ripa*

Institutional Perspectives on Entrepreneurial Education Ecosystems: Fostering Digital Student Startups

**ROOM - L****ST 07: Society 5.0: From Knowledge-Based to a Wise-Based Approach****chair: Davide Calandra, Maurizio Massaro***Antonio Cimino, Vincenzo Corvello, Francesco Longo, Vittorio Solina*

User Centered Technology Adoption: The Role of Trust in GenAI Engagement and Utilization to Shape Employee Well-Being

*Katarzyna Nowicka*

Human-Centric Integration in AI-Driven Supply Chain Management: Bridging Technology and Human Perspectives

*Claudio D'Alonzo*

The Impact of Artificial Intelligence on Business Ethics

*Valerio Brescia, Ginevra Degregori, Alberto Cavazza*

Artificial Intelligence and Knowledge Management in Healthcare: A Pathway to SDGs Achievement

*Barbara Iannone, Marialuigia Di Giampietro*

Sustainability and Well-being in Industry 5.0 period: A Systematic Literature Review

**ROOM - M****ST 53: AI and Knowledge Futures in Cultural Tourism: Shaping a New Paradigm****chair: Antonio Lerro, Francesco Santarsiero***Aelita Skarzauskiene, Kristina Kovaitė, Monika Mačiulienė, Paulius Šūmakaris*

AI-driven Knowledge Futures: Digital Innovation in Cultural Heritage

*Matias Celdran Bonafonte, Francesco Santarsiero, Gustavo Morales-Alonso*

Transforming Hotel Innovation Management Trough Innovation Labs: Lessons from Spain

*Daniela Carlucci, Antonio Lerro, Francesco Santarsiero, Rosaria Lagrutta, Vincenzo Orsi, Giovanna Andrulli*

Models and Tools to Support Innovation Processes in Cultural Tourism Ecosystems: Evidences and Implications for Basilicata

*Daniela Carlucci, Antonio Lerro, Francesco Santarsiero, Rosaria Lagrutta, Vincenzo Orsi*

Assessing Digital Maturity in Rural Tourism: Insights from Pilot Areas in Basilicata

*Daniela Carlucci, Antonio Lerro, Francesco Santarsiero, Rosaria Lagrutta, Vincenzo Orsi*

Digital Transformation in Rural Cultural Tourism: Insights from a SWOT Analysis in Basilicata

**18.10-20.30 WELCOME RECEPTION** (*University Garden*)

09.05-09.50 **KEYNOTE SPEECH**

Susanne Durst, Reykjavik University, Iceland  
*Beyond the Echo Chamber: Knowledge for Unity and Progress*



09.55-11.10 **PARALLEL SESSIONS**

**ROOM - Aula Bobbio**

**ST 01: Navigating AI Adoption in the Service Industry: A Focus on Organizational Dynamics**

chair: Claudia Cozzio

*Claudia Cozzio, Francisco Santos Arteaga, Oswin Maurer*

AI Perceptions Across Organizational Levels: Barriers and Drivers of Adoption in the Hotel Industry

*Tommaso Di Fonzo*

Artificial Intelligence Adoption in South Tyrolean Hospitality: a Qualitative Analysis

*Massimo Morellato, Oswin Maurer*

AI Bias and Human Cognitive Bias: What's the Link and Why Should We Care?

**ROOM - Biblioteca Storica**

**ST 10: Artificial Intelligence and Strategic Knowledge Management**

chair: Krishna Venkitachalam, Nina Helander

*Nina Helander, Krishna Venkitachalam, and Hannele Väyrynen*

Public-Private Co-Creation of Knowledge-Based Open Innovations: Challenges and Opportunities

*Heidi Salokangas, Nina Helander, Juha Koivistoinen, Kaisa Sorsa, Heli Aramo-Immonen*

Tacit Knowledge Externalisation in the Context of Sustainability to Strengthen Company Resilience

*Vadim Smirnov, Bojan Grebić, Snežana Lakićević, Jovana Savković*

Knowledge Management in the Artificial Intelligence Era: Do We Still Need People to Transfer Organizational Knowledge?

**ROOM - C**

**ST 39: Exploring Creative Processes and Decision-Making in the Era of Human & Artificial Intelligence**

chair: Paola Demartini

*Maria Antonietta Cipriano, Paola Demartini*

The Human in the Loop: Artificial Intelligence as a Co-pilot in the Creative Process of the Artists. A critical analysis in Visual Arts

*Gianmaria Abbondante, Alessio Di Leo, Rita Mura, Andrea De Mauro, Enzo Peruffo*

Managing in the AI Era: a Systematic Literature Review on the Evolution of Managerial Roles and Competencies

*Paola Demartini, Michela Marchiori, Rosa Fioravante, Flavia Marucci*

Advancing Holistic Heritage Impact Assessment through Human-Digital Collaboration

**ROOM - D**

**ST 06: Entrepreneurship and New Technologies**

chair: Ciro Troise

*Chiara Cannavale, Lorenza Claudio, Diana Koroleva*

Entrepreneurs' Perceptions of AI: Level of Adoption, Competences, and Learning Ecosystem

*Mario Tani, Gianpaolo Basile*

AI and Entrepreneurship: A Bibliometric Exploration in the Post-ChatGPT Era

*Luca Simone Macca, Gabriele Santoro*

Exploring Configurations of Growth Hacking Success Factors in SMEs: An FSQCA Approach

**ROOM - E****ST 23: The Value of Interdisciplinary Research in Managing Knowledge and Emerging Technologies to Harmonizing Business and Society****chair: Chiara Civera, Lea Iaia***Veronica Scuotto, Francesco Caputo, Marco Romano, Marco Pironti*  
Defeating Destructive Entrepreneurship to Improve Business and Society*Maria Caligaris, Melissa Macaluso, Rossella Lombardo, Paola Pisano*  
Interdisciplinary Framework for AI-Powered Restoration Storytelling*Cecilia Giuliana Nicoletta Casalegno, Chiara Civera, Ivan Gnesi, Andrea Pellegrino*  
Corporate Communication and Stakeholder Trust: A Multidisciplinary Approach to Reputation Management in the Pharmaceutical Industry**ROOM - H****ST 41: The Impact of AI and Digital Transformation on Knowledge Integration Practices in Project Oriented Settings****chair: Paolo Canonico***Antonio Bassi*  
Developing a New Project Management Framework with AI, Blockchain, and Digital Twin Integration*Arthur Pantelides*  
A Case Study in AI Integration: The Real Impact on Organizational Support, Efficiency, and Strategic Value Creation, in Global Project Management*Teresa Anna Rita Gentile, Caterina Galdiero, Paola Adinolfi, Ernesto De Nito, Gabriella Piscopo*  
Hybrid Work and Knowledge Transfer in the Public Administration Context**ROOM - L****ST 51: Digital Transformation of Circular Manufacturing Systems****chair: Michal Krčál***Tamara Menichini, Gennaro Salierno, Nicoletta Maria Strollo*  
Shaping the Twin Transition: How Leading Innovators Align Industry 4.0 and Circular Economy Practices for Sustainable Growth*Vincenzo Fiengo, Renato Passaro, Ivana Quinto*  
A Framework for Assessing the Sustainability of P2P Platforms*Michal Krčál, Sayyed Shoaib-Ul-Hasan, Farazee Mohammad Abdullah Asif*  
Digital Solutions to Support Transition from Linear to Circular Manufacturing**11.10-11.30****COFFEE BREAK****11.30-13.35****PARALLEL SESSIONS****ROOM - Aula Bobbio****ST 55: Open Innovation Pathways: How Start-ups Thrive in Collaborative Ecosystems****chair: Alberto Michele Felicetti, Salvatore Ammirato***Michele Modina, Anna Vittoria Formisano, Aysan Bashirpour Bonab*  
The role of incubators in the Innovation Ecosystem*Eva Panetti, Viktoriia Apalkova, Maurizio Caon*  
Resilience of Entrepreneurial Ecosystems (EEs) in Switzerland: Diversity, Coherence, and Digitalization*Antonio Sonetto, Silvia Tommaso, Antonio Ricciardi*  
Leveraging External Knowledge: How Business Incubators Facilitate Open Innovation in Start-ups*Alberto Michele Felicetti, Salvatore Ammirato, Roberto Linzalone, Laura Cutri*  
Orchestrating Digital Innovation Ecosystems: A Case Study on Asymmetric Collaborations in Pharma Logistics

## ROOM - Biblioteca Storica

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### ST 03: Diversity Management, Inclusion and Knowledge Creation for Innovation

chair: **Valentina Beretta, Valerio Brescia**

*Valerio Brescia, Giuseppe Nicolò*

Knowledge Management and Diversity Management in HEIs: An Italian Overview

*Francesca Dal Mas, Anna Prenestini, Lorenzo Cobianchi*

Can Diversity be an Opportunity to Enhance Ethics? Findings from a Multinational Survey in the Context of Trauma and Emergency Surgery

*Armando Calabrese, Sofia Carrino, Roberta Costa, Eugenio Roberti, Luigi Tiburzi*

Skill Mismatch: Exploring the Impact of Generative AI in Detecting Biases and Discrimination in Job Advertisement

*Daria Podmetina, Merle Kuttim, Wolfgang Gerstlberger*

The Role of University-Industry-Government Cooperation in Estonia on Sustainable Innovation

*Vincenzo Pontrelli, Angela Rella, Lara Oliva, Arcangelo Marrone*

Assessing Firm-Level Drivers of High-Quality DE&I Disclosure in Corporate Sustainability Reports: A Stakeholder-Centric Perspective

## ROOM - C

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### ST 13: Exploring the Impact of Technological Innovation on the Social Sustainability of Agrifood Supply Chains

chair: **Roberto Mauriello, Serena Strazzullo**

*Roberto Mauriello, Livio Cricelli, Serena Strazzullo*

Enhancing Resilience in Agrifood Supply Chains: The Role of Technological Innovation for Risk Management

*Marta Menegoli, Damiano Calò, Angelo Corallo*

Can Artificial Intelligence Support Companies in Implementing Sustainable Innovation Strategies? Evidence from Agri-Food Companies

*Sergio Conterjnic, Cristina Simone, Antonio Laudando*

Analyzing the Excellence in the Agrifood "Made in Italy": The Italian High-Quality Wine Value Chain and the Role of New Technologies

*Patrice De Micco, Arianna Gabburo, Gianluca Vitale, Angelo Riccaboni*

Exploring Sustainability Data Management Process: Evidence from SMEs

*Adriana Baselice, Alessandra De Chiara, Sofia Mauro*

Exploring the Preliminary Conditions for Blockchain Credibility in the Agri-food Industry

## ROOM - D

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### PhD Consortium

chair: **Daniela Carlucci, Gabriela C. Lopez-Torres**

*Gianluca Gherardi*

A (Fun)Nel Model for Knowledge Management

*Eugenia Parodi*

Transparency in Sustainability Reporting and the Enabling Role of Technologies

*Matteo Barisone, Diana Rolando, Alice Barreca, Concetta Sulpizio*

AI-Driven Data Integration in Real Estate Development Processes

*Heini Merkkiniemi*

Let Me Entertain You: Managing Socially Sustainable Experience Economy Ecosystems

*Teddy D'Moi Keen*

Lost in Transition? A Scoping Review of Knowledge Management Strategies in SME Succession and Business Transfers

## ROOM - E

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### ST 23: The Value of Interdisciplinary Research in Managing Knowledge and Emerging Technologies to Harmonizing Business and Society

chair: **Chiara Civera, Cecilia Casalegno**

*Fabrizio Mosca, Hafsa Shakil, Valentina Chiaudano*

Digital Innovation for Sustainable Destination Management: Multi-Stakeholder Engagement - On My Way App

*Liang Ding, Gianluca Antonucci, Michelina Venditti*

Optimizing AI-Driven Sustainable Consumer Decisions: Modeling Warm-Glow Effects in Hedonic Food Packaging Choices

*Cecilia Giuliana Nicoletta Casalegno, Dario Natale Palmucci, Cristian Rizzo*

Brain Rot and Its Repercussions on Business Students and Managerial Decision-Making: A Multidisciplinary Experimental Approach

*Luca Matteo Zagni, Lea Iaia, Davide Canavesio*

Bridging Innovation and Sustainability: How Virtual Reality Enhances Fan Engagement in Sports

## ROOM - H

### ST 08: Advancing Insights in Organizational Behavior, Technologies and Knowledge Management

chair: **Angelo Rosa, Nicola Capolupo**

*Alessandro Massaro, Giuseppe Loseto, Giovanni Schiuma, Francesco Santarsiero, Angelo Rosa, Parisa Sabbagh, Olivia Mcdermott*  
Project "Telediabetolab": Knowledge Gain and AI Data Process Applied in Telediabetology

*Buyan-Arvijikh Boldbaatar, Augusto Colongo, Marco Greco, Paolo Landoni*

Human Resource Management in Early-Stage Startups: A Qualitative Multiple-Case Study

*Francesca Di Virgilio, Yasir Faheem, Antonia Puccio, Maria Cristina Manocchio*

SMEs AI Investments and Resilience: a Knowledge Risk Perspective

*Manuela Paolini, Fausto Di Vincenzo, Domenico Raucci, Federica Morandi*

Fostering Knowledge Management to Enhance Innovative Work Behaviour in Public Healthcare Organizations

## ROOM - L

### AI, Innovation & Knowledge Management

chair: **Gustavo Morales-Alonso**

*Maja Bacovic*

A Country's Innovativeness as a Determinant of Income Convergence

*Massimo Bianchi*

IoT and CoSo Framework in the Contest of Artificial Intelligence: Eclecticism and Wishful Thinking in the New Business Paradigm

*Pedro Miguel Lopes Mota Veiga*

The Role of Leadership and Innovation in Family Firm Export Performance: An Explainable AI Perspective

*Selvi Kannan*

AI-Driven Knowledge Translation and Ethical Governance: Transforming Knowledge Management for Business Model Innovation

*Gustavo Morales-Alonso, Faisal Rasool, Yulissa Navarro-Castillo, Antonio Hidalgo*

Exploring Frugal and Reverse Innovation: A Bibliometric Review and Conceptual Proposal

## ROOM - M

### ST 60: Startups and Cultural Heritage Valorization: An Emerging Paradigm

chair: **Fabio Greco**

*Ewa Stolarek-Muszyńska, Malgorzata Zieba*

Navigating Uncertainty through Knowledge Sharing: Lessons from Tourism in Times of Pandemic. Case Study from Poland

*Fabio Greco, Alessandro Manna, Francesco Bifulco*

Measuring Museum Visitor Experience: Fresh Evidence from Bourbon Heritage Sites and Potential Collaborations with Startups

*Giovanna Muraglia, Laura Clemente, Gesualda Iodice, Mariavittoria Cicellin, Francesco Bifulco*

Digital Transformation and Public-Private Partnerships To Enhance Local Cultural Heritage

*Amelia Napolitano, Laura Clemente, Francesco Bifulco*

Artificial Intelligence and Value Co-Creation in Museums: Promoting Inclusion for People with Disabilities

*Vincenzo Carraturo*

Emerging Technologies and Museums: Innovation in Processes and Visitor Experience

13.35-14.30 LUNCH BREAK

14.30-15.45 PARALLEL SESSIONS

### ROOM - Aula Bobbio

**ST 04: IPAZIA Chapter – Gender Issues in Innovative Society: AI and Technology for New Organizational Paradigms**  
chair: Giuseppe Modaffari

*Marco Tutino, Simona Arduini, Chiara Di Mario*  
Artificial Intelligence and Gender Roles: A Structured Literature Review (SLR)

*Simona Arduini, Tommaso Beck, Tommaso Mattei*  
Gender Bias: How Artificial Intelligence Can Reinforce or Reduce Stereotypes

*Lina Volodzkienė, Tomas Baležentis*  
Exploring Economic Catalysts and Barriers to Gender Equality (An Empirical Analysis)

### ROOM - Biblioteca Storica

**ST 37: Translating Feminist Knowledge into Business Practice for Sustainable and Inclusive Strategies, Processes, and Organizations**

chair: Francesco Paolo Lagrasta

*Erika Branca, Johanna Vanderstraeten, Hendrik Slabbinck, Riyaad Ismail, Eugénie Delzenne*  
Intersecting Identities: Gender, Migration, and Social Class in Shaping Entrepreneurial Self-Efficacy and Behaviour

*Michela Colacicco, Antonio Mastropasqua, Francesco Paolo Lagrasta, Barbara Scozzi*  
The Role of Physical Appearance in the Entrepreneurial Journey: A State-of-the-Art Review from a Feminist Perspective

*Tamara Menichini, Stefania Roberta Miccoli*  
Exploring the Gender Gap in ERC Funding: A Geographical and Socioeconomic Analysis of Female Academic Research, Innovation, and Entrepreneurship

### ROOM - C

**ST 52: Artificial Intelligence and Emerging Technologies for Value Creation in Service-Based Industries**

chair: Gioconda Mele, Pasquale Del Vecchio

*Gioconda Mele, Giuseppina Passiante, Silvia Stasi*  
Enhancing Medical Decision-Making and Patient Care: an in depth analysis on the Role of Artificial Intelligence

*Pasquale Del Vecchio, Gioconda Mele, Giustina Secundo, Gaetano Magrone*  
Artificial Intelligence in Aquaculture: A Systematic Literature Review on Advances, Challenges, and Future Perspectives

*Pasquale Del Vecchio, Giustina Secundo, Francesco Elmi, Felice Vitulano, Veronica Del Priore*  
AI-Based Cultural Experiences: The Digital Human of Dante

### ROOM - D

**ST 46: Intelligent Communities and Organisations Driving Innovation by Dealing with Knowledge and Technologies**

chair: Raffaele Silvestre

*Fabrizio Rossi, Domenico Celenza, Elbano De Nuccio, Alessandro Sicali*  
Narcissistic CEOs and Zombie Firms: Evidence from Europe

*Anna Turchetta, Sara Gigli*  
The Integration between Artificial Intelligence, Knowledge Management and Collaborative Innovation for the Creation of Sustainable Value in Industry 5.0

*Raffaele Silvestre, Mauro Romanelli*  
Managing Organizations between Artificial Intelligence and Technostress. A Typology Model

**ROOM - E****ST 35: Accelerating the Shift to a Circular Economy Through Digital Technologies and Knowledge Management**  
**chair: Benedetta Esposito**

*Giuliana Vinci, Laura Gobbi, Marco Savastano, Marco Ruggeri, Giulia Cancr*  
Evaluating the Environmental Impacts of Artificial Intelligence from a Life Cycle Assessment Perspective

*Candida Bussoli, Ilenia Fraccalvieri*  
Circular Economy Disclosure and Bank Market Value: Evidence from Europe

*Angela Rella, Vincenzo Pontrelli, Lara Oliva, Arcangelo Marrone*  
From Challenges to Opportunities: A Stakeholder Theory Approach to Circular Economy Ecosystems

**ROOM - H****AI, Workplace & Human Resources**  
**chair: Claude Meier**

*Sandra Penger, Vlado Dimovski, Maja Meško, Judita Peterlin, Vasja Roblek*  
The Use of Artificial Intelligence in Recruit Selection in Slovenian Organisations: An Exploratory Approach Analysing HR Managers' Experiences

*Claude Meier, Ursula Häflicher, Bruno Wüest*  
Generative Artificial Intelligence: Knowledge, Perception and Use among White-Collar Employees in Companies

*Martyna Skorupko, Małgorzata Zięba*  
Employee Withdrawal and Knowledge Management Processes

**ROOM - L****ST 41: The Impact of AI and Digital Transformation on Knowledge Integration Practices in Project Oriented Settings**  
**chair: Paolo Canonico**

*Adriana Scuotto, Paolo Canonico*  
Untangling Proof-of-Concept Projects: A Systematic Literature Review

*Paolo Canonico, Ernesto De Nito, Vincenza Esposito, Mario Pezzillo Iacono, Carla Conte*  
Digital Transformation and Organizational Change in the Public Sector: Evidence from a Case Study

*Ernesto De Nito, Paolo Canonico, Andrea Caccialanza, Valentina Langella*  
Knowledge Ecosystem in a Hybrid Context: Insights From a Consultancy Project

**ROOM - M****ST 32: Technology Mngmt and Business Maturity: Innovative, Sustainable & Secure Digital Transformation Initiatives**  
**chair: Vito Del Vecchio**

*Sara Ianniello, Livio Cricelli, Serena Strazzullo*  
The Role of Technology in Advancing Sustainability: Insights From the Textile Industry

*Noémi Szilvia Lőrincz*  
Driving or Being Driven: AI Integration in Automotive Supplier Operations and Strategy

*Sajjad Ahmed, Miguel Mira da Silva, Alberto Rodrigues da Silva, Mariangela Lazoi*  
A Comparative Analysis of Low-Code/No-Code Frameworks

15.50-17.30 PARALLEL SESSIONS

**ROOM - Aula Bobbio**

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**ST 04: IPAZIA Chapter – Gender Issues in Innovative Society: AI and Technology for New Organizational Paradigms**  
**chair: Giuseppe Modaffari**

*Francisco García-Lillo, Pedro Seva-Larrosa, Giuseppe Modaffari*  
Digital Technologies in the Knowledge Era: Opportunity or Challenge for Female Entrepreneurship?

*Paola Paoloni, Veronica Procacci, Silvia Ievolella*  
Industrial Districts and Women-Led SMEs: A Literature Analysis

*Alessandro Galli*  
Digital Transformation and Gender Equality in Public Administration: An Analysis of NRRP Policies and Implementation

**ROOM - Biblioteca Storica**

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**Sustainability**  
**chair: Kaisa Sorsa**

*Kaisa Sorsa, Heidi Salokangas, Heli Aramo-Immonen*  
Sustainability Maturity Models in the Context of Quality Management

*Giovanna Attanasio, Cinzia Battistella, Irene Bubbola, Francesca Di Pillo, Fabio Nonino, Giulia Palombi*  
What Drives Sustainability-Oriented Digital Platforms?

*Tamara Menichini, Gennaro Salierno, Nicoletta Maria Strollo*  
Materiality Analysis for SDG Prioritization: Is Multi-Criteria Decision Making Helpful?

*Stefano Abbate, Piera Centobelli, Maria Di Gregorio*  
Food Waste Valorisation: A Comparative Study with a Hybrid AHP-Fuzzy Approach

**ROOM - C**

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**ST 16: Future Organizations and Strategies – Integrating Humans and Technology for Social and Environmental Impact**  
**chair: Gabriela C. Lopez-Torres**

*Javier Martínez-Falcó, Eduardo Sánchez-García, Bartolomé Marco-Lajara, Patricia Zaragoza-Sáez*  
Green Knowledge Management and Green Brand Image: Unravelling the Role of Green Entrepreneurial Orientation and Green Transformational Leadership

*Elina Gaile-Sarkane, Evita Kalmane-Pivkina*  
Harmonizing Sustainability Metrics through Digital Innovation and Ethical Frameworks in the European Payments FinTech Sector

*Claudia Spilotro, Michele Posa, Giustina Secundo, Ivano De Turi*  
Navigating the Twin Transition: Disclosure Practices in the Ecosystem of Italian Universities

*Lidia Galabova, Mina Daskalova*  
AI-Human Capital Balance: Wise AI Application in Higher Education

**ROOM - D**

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**ST 31: Stakeholder Collaboration as a driver of Knowledge Diffusion and Sustainable Value Creation in Ecosystems**  
**chair: Mario Tani**

*Ciro Troise, Stefania Testa, Gabriella Esposito, Guido Giovando*  
Crowdfunding Failures: An Opportunity for Stakeholder Collaboration?

*Gabriella Esposito, Stefano Bresciani, Ciro Troise, Simona Alfiero*  
Governance for Transition: Regulatory Incentives and Stakeholder Engagement in the New European Bauhaus

*Barbara Fasoli Braccini, Federico Gaeta*  
How the Three-Dimensional Porter Model Redefines Value Creation: Framework, Analysis and Application

*Yassine Boutouar, Maurizio La Rocca, Tiziana La Rocca, Augusto D'Amico*  
From Sustainability to Success, The Moderating Role of High-Tech Sector Affiliation in Equity Crowdfunding

**ROOM - E****ST 35: Accelerating the Shift to a Circular Economy Through Digital Technologies and Knowledge Management**  
**chair: Nicola Raimo**

*Vitiana L'Abate, Nicola Raimo, Felice Petruzzella, Antonio Salvi, Filippo Vitolla*  
National Culture Meets Circularity: An International Analysis of Circular Economy Disclosure through Sustainability Reports

*Orlando Troisi, Gennaro Maione, Corrado De Cristofaro*  
Nudge-Based Strategies and Institutional Policies for Sustainable Consumption Behavior within Circular Economy

*Claudia Spilotro, Giustina Secundo*  
Digital Transformation of Sustainability Reporting in the era of circular economy: A Systematic Literature Review and Strategic Roadmap

*Michele Rubino, Ilaria Mastroiocco, Giovanni Maria Garegnani*  
Transformation from a Linear to a Circular Economy: The Role of Digital Technologies

**ROOM - H****ST 08: Advancing Insights in Organizational Behavior, Technologies and Knowledge Management**  
**chair: Angelo Rosa, Susanne Durst**

*Elona Çera, Blerina Dhrami, Comfort Adebisi Asamoah*  
Unlocking Innovation in SMEs Through Transformational Leadership and Commitment-based HRM Practices

*Nicola Capolupo, Angelo Rosa, Giuliano Marolla, Paola Adinolfi*  
The Role of Knowledge Management Systems in Driving Organizational and Technological Innovation through Employee Engagement

*Federica Testa, Damiano Petrolo, Valerio Giampaola*  
Inclusive Language in Academia: Evaluating Human and AI-Generated Communications to Students

*Marina Latukha, Hugh Scullion, Stefan Jooss, Ahmed Charai*  
When You Are Not Knowledgeable and Talented Anymore: Talent Reconceptualization in the Context of AI Adoption

**ROOM - L****ST 11: Navigating AI and Cutting-Edge Technologies in Knowledge Management**  
**chair: Vincenzo Varriale**

*Shuyun Zhao, Krishna Venkitachalam*  
Role of Artificial Intelligence in Organizational Knowledge Creation in PSFs: A Semi-Systematic Review

*Gianluca Aquilone, Vincenzo Varriale, Antonello Cammarano, Francesca Michelino, Mauro Caputo*  
The Role of AI and Emerging Technologies in Transforming Knowledge Management

*Mirko Perano, Claudio Del Regno, Marco Pellicano, Agim Mamuti*  
Rethinking Knowledge Management: AI's Revolutionary Impact on Strategic Management and Corporate Intelligence

*Maria Rosaria Sessa, Valentina Cicalese, Roberto De Luca, Claudio Del Regno, Ornella Malandrino*  
How Artificial Intelligence Technologies Support the Management of Knowledge, Skills and Attitudes of Employees: a Systematic Literature Review

**ROOM - M****ST 32: Technology Management and Business Maturity: Innovative, Sustainable and Secure Digital Transformation Initiatives in Industry**  
**chair: Vito Del Vecchio**

*Vito Del Vecchio, Martina De Giovanni, Mariangela Lazoi, Ayotobi Oromiye Holo*  
Key Factors for Leveraging and Capitalizing Digital Transformation Initiatives in Industrial Landscape

*Alessia Anna Catalano, Christian Catalano, Andrea Chezzi, Vito Del Vecchio*  
Thriving Through Digital Change: Building Resilient, Adaptive and Sustainable Organizations

*Nicolò Gianmauro Totaro, Mariasimona Miglietta, Angelo Corallo, Massimiliano Gervasi*  
Big Data Technology Maturity Model: Exploring User Perceptions

*Giorgia Specchia, Vito Del Vecchio, Mariangela Lazoi, Fabio Paracchini*  
Measuring Innovation in Large ICT Firms: A Bibliometric Analysis

17.30-17.50

COFFEE BREAK



17.50-18.40

KEYNOTE SPEECH

Wim Vanhaverbeke, University of Antwerp, Belgium

*Digital Technologies, Business Model Innovation & Innovation Ecosystem Management in Institutionalized Industries*



20.30-24.00

SOCIAL DINNER (*Palazzo Belvedere, Naples*)



*Palazzo Belvedere - Social Dinner Venue*

### Transport to/from Social Dinner Venue

Public transport is available to reach the dinner venue.

Return buses will be organized departing from Palazzo Belvedere to Piazza Vittoria (*Lungomare Caracciolo and Chiaia areas*).

### Suggested routes to reach Palazzo Belvedere from key areas of Naples:

#### From Fuorigrotta Zone and/or Conference Venue

Option 1) Bus 181 from Piazzale Tecchio to Cimarosa (*approx. 30 minutes*) + 5-minute walk to Palazzo Belvedere

Option 2) Metro Line 2 from "Campi Flegrei" station (*direction San Giovanni-Barra*) to "Piazza Amedeo". Just outside the station, take the "Chiaia Funicolare" till Cimarosa station. From there a 10-minute walk to Palazzo Belvedere.

#### From Lungomare Caracciolo and Chiaia Zones (Piazza Vittoria)

- Bus 128 from the "Vittoria" stop (*direction Scarlatti*) to "Piazzetta Falcone" + 1-minute walk to Palazzo Belvedere.

#### From the Historical Centre and Plebiscito Zones

- Metro Line 1 (*direction Piscina*) to Vanvitelli station + 10-minute walk to Palazzo Belvedere.

## 09.30-11.35 PARALLEL SESSIONS

**ROOM - Biblioteca Storica****Digital Transformation****chair: Gianpaolo Iazzolino***Micol Di Vita, Emilio Paolucci, Elisabetta Raguseo*

Do Mentors Influence the Effects of the Entrepreneurial Programs of Early-Stage Start-Ups Pivot Decisions? An RCT Experiment

*Daniela Cicchini, Paolo Conte, Luana Pellegrini*

Digitalization and Sustainability Reporting in the Public Sector: A Structured Literature Review

*Leonzio Capparelli, Lapo Biancardi, Michele Galeotti, Vincenzo Scafarto*

Digital Transformation, Board of Directors and Environmental Performance: Evidence from Italian Listed Companies

*Giovanni Baldissarro, Gianpaolo Iazzolino, Giuseppe Longo, Donato Morea*

Innovation in Entrepreneurship and Performance: An Empirical Research on Italian Innovative Startups

*Cristina Cersosimo, Franco Ernesto Rubino*

The Role of Digital Technologies on Corporate Governance Mechanisms

**ROOM - C****ST 18: Complexity Approaches to Support New Knowledge and Business Development****chair: Linda Ponta, Cristina Ponsiglione***Giovanna Ferraro, Antonio Iovanella, Alessandro Ramponi*

An analysis of Fintech patents in the lights of Green Technologies

*Raimonda Agne Medeisiene*

How to Support New Knowledge and Business Development Using Applied Theatre: A Case Study

*Adrian Domenteanu, Ioana Ioanăș, Andra Sandu, Camelia Delcea, Liviu-Adrian Cotfas*

Using Artificial Intelligence for Employee Retention Analysis in Complex Environments

*Linda Ponta, Andrea Urbinati, Raffaella Manzini*

Circular Economy Yes or No? This Is the Dilemma: An Agent-Based Approach

*Linda Ponta, Raffaella Manzini, Silvano Cincotti*

Technology Leaders and Followers: An Agent-Based Approach

**ROOM - D****ST 12: The Role of Advanced Technologies in Innovation 5.0 Scenario as Enabler of Innovation Ecosystems****chair: Maria Chiara De Lorenzi, Maria Elena Latino***Domenica Barile, Maria Chiara De Lorenzi, Maria Elena Latino, Giustina Secundo*

Exploring the Interplay between Industry 5.0 and Digital Innovation Ecosystem: A Critical Literature Review

*Gerardo Luisi*

Empowering Recognition of Clean-Tech Startup Potential to Address the Climate Change Problem: An Agent-Based Simulation

*Gloria Puliga, Simonetta Primario*

Who Drives Regional Innovation: Public or Private Actors?

*Roberto Cerchione, Patrizia Ghisellini, Renato Passaro, Ivana Quinto, Viviana Sicardi*

Circular Start-Ups as Catalysts for Sustainable Ecosystems: An Italian Multiple Case Study

*Maria Elena Latino, Maria Chiara De Lorenzi, Maria Laura Giangrande*

AI-driven Value Creation in Innovation Ecosystem, insights from Stakeholder Theory

## ROOM - E

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### **ST 22: Artificial Intelligence, Intellectual Capital, and Value Creation: Inspiring New Strategies and Challenges** **chair: Elvira Tiziana La Rocca, Maria Eugenia Sanchez Vidal**

*Maria Eugenia Sánchez Vidal, David Cegarra Leiva*

Shifting Operational Human Resource Management to Artificial Intelligence: Opportunities, Challenges, and Strategic Pathways

*Esri Nyituriki*

Artificial Intelligence and Microfinance: Enhancing Social Inclusion and Value Creation for Immigrant Communities

*Valeria Naciti, Alessandra Patti, Valeria Schifilliti*

Female Empowerment and Gender Pay Gap: Unlocking Intellectual Capital for Value Creation

*Antonietta Cosentino, Carla Morrone, Salvatore Principale, Alessandro Sura*

Remote Working and Public Administration: Implications for Relationships with External Users

*Anthony K.P. Wensley, Max Evans*

Developing a Theory of the Value of Knowledge Fit for Purpose in Knowledge Management Research and Practice?

## ROOM - H

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### **ST 50: GenAI for Improving Organizational Processes and Knowledge** **chair: Marianna Lezzi, Giuliana Barba**

*Kathrin Kirchner, Ettore Bolisani, Tomas Cherkos Kassaneh, Enrico Scarso, Nima Taraghi*

Impact of Work Experience on the Use of Generative AI for Knowledge Management

*Mariasimona Miglietta, Massimiliano Gervasi, Lorenzo Epifani, Marco Di Salvo, Angelo Corallo*

Generative AI in Data Management: Enhancing Data Quality Control for Business Data

*Giuliana Barba, Marianna Lezzi, Mariangela Lazoi, Massimo Scalvenzi*

A Bibliometric Analysis of GenAI for Privacy and Information Security in Industry

*Lucaleonardo Bove, Lorenzo Epifani, Angelo Corallo, Massimiliano Gervasi*

Harnessing Large Language Models for Data Mesh Adoption in Multi-Organizational Data Ecosystems

*Francesco Filippo, Francesco Paolo Lagrasta, Stefano Lisi, Barbara Scozzi*

Individual and Organizational Factors Affecting the Adoption of GenAI in Creative Contexts: An Explorative Study

## ROOM - L

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### **ST 05: Exploring the Intersection of Digital Transformation and Business Model Innovation: Insights and Opportunities** **chair: Veronica Marozzo**

*Chiara Avarello, Antonia Cava, Veronica Marozzo, Francesco Micali, Andrea Nucita, Stefano Russo*

Exploring AI Integration in Sicilian SMEs: An Investigation on Awareness and Perspectives

*Andrei Panibratov, Liana Rysakova*

International Strategy of Chinese Knowledge- and Technology-Intensive Firms: Digital Transformation Perspective

*Tindara Abbate, Fabrizio Cesaroni, Antonio Crupi, Mattia Fasano, Tiziana La Rocca, Raffaele Stagliano*

Digital Finance for SMEs and Startups: Literature Review and Research Proposals

*Joachim Dehais*

Enterprise Architecture Model for Knowledge Assets

*Veronica Marozzo, Fabrizio Cesaroni, Tindara Abbate*

Artificial Intelligence in Social Media Advertising: To Say or Not To Say?

**ROOM - M****ST 17: Can Regenerative Approach Support Manufacturing Industries in Facing Unsustainable Conditions? Building New Business Paradigms on Evidence and Best Practices****chair: Marta Menegoli***Jovana Popovic, Milica Vukotic*

Exploring Technology Diffusion for Enhanced Energy Efficiency: An Empirical Approach

*Sara Matino, Gabriele Luigi Gravina, Luca Mainetti, Roberto Vergallo*

GenAI-Aided Sustainable Digital Transformation: A Novel Framework and Early Results

*Maria Elena Latino, Marta Menegoli, Roberta Pellegrino, Antonio Piepoli, Pierpaolo Pontrandolfo*

What Regenerative Approaches Drive Resilience? A Knowledge Frame for Social-Ecological Systems

*Francesca Lerario, Achille Claudio Garavelli, Valentina De Carolis, Daniela Fico, Daniela Rizzo, Carola Esposito Corcione*

Designing 3D-Printed Biocomposites for Quarry Renaturalization: Evaluating a Regenerative Business Model

*Francesco Cofferio, Giovanni Francesco Massari, Ilaria Giannoccaro*

Uncovering Procurement in Restorative and Regenerative Supply Chain Archetypes: A Conceptual Framework Based on Relational View Theory

**ROOM - Aula Bobbio****MEET THE EDITORS - The Future of Knowledge Publication****moderator: Antti Lonnqvist***Antti Lonnqvist, Tampere University, Finland -- Knowledge Management Research and Practice (KMRP)**Giovanni Schiuma, LUM University, Italy -- Measuring Business Excellence (MBE)**Vincenzo Corvello, University of Messina, Italy -- European Journal of Innovation Management (EJIM)**Wim Vanhaverbeke, University of Antwerp, Belgium -- Technovation**Susanne Durst, Reykjavik University, Iceland -- VINE Journal of Information and Knowledge Management Systems**Daniela Carlucci, University of Basilicata, Italy -- International Journal of Knowledge-Based Development (IJKBD)**Gabriela Lopez-Torres, Autonomous University of Aguascalientes, Mexico -- Sustainability**and others***11.35-12.00****COFFEE BREAK****12.00-13.40****PARALLEL SESSIONS****ROOM - Aula Bobbio****ST 42: The Impact of ESG Factors on Stakeholder Engagement According to AI****chair: Maria Zifaro, Marianna Mancino***Giuseppe Bruno, Manuel Cavola, Anna del Balzo, Carmela Piccolo, Eduardo Pipicelli*

Navigating Sustainability Standards: Challenges and Interoperability between ESRS and GRI

*Serena Strazzullo, Moacir Godinho Filho*

The Role of Artificial Intelligence in Social Sustainability: A Socio-Technical Systems Perspective

*Marianna Mancino, Maria Zifaro, Giuseppe Ambrosio, Giovanni Spatola*

Artificial Intelligence and Work Time Reduction: Shaping the Future of Business Competitiveness

*Marianna Mancino, Maria Zifaro, Giuseppe Ambrosio, Giovanni Spatola*

European Social Taxonomy, Social Balance Sheet and AI: Key Tools for Sustainable Social Actions of the Public Administration

## ROOM - Biblioteca Storica

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### ST 40: Health Technology Assessment and Artificial Intelligence in Healthcare Systems

chair: **Walter Vesperi**

*Esther Oluwatosin Akinbobola, Guido Noto*

The Evolution of HTA in a Global Context: A Content Analysis on National and International Guidelines

*Anna Maria Melina, Raffaella Coppolino, Nadia Di Carluccio, Rocco Reina*

Healthcare Leaders in the Age of AI: New Challenges and New Opportunities

*Elvira Tiziana La Rocca, Raffaella Coppolino*

Digital Healthcare Technologies and the Co-Design of Healthcare Services: A Scoping Review

*Noemi Conditì, Alice Ravizza*

Health Technology Assessment of Artificial Intelligence systems: The Importance of Evaluating Digital Literacy and Trust

## ROOM - C

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### ST 26: AI and Technology as Catalysts for Knowledge: Shaping Roles, Competences, and Value Creation in Healthcare

chair: **Eleonora Gheduzzi, Lorella Cannavacciuolo**

*Armando Calabrese, Roberta Costa, Francesca Di Pillo, Valerio Schiaroli, Simona Sedda, Luigi Tiburzi*

Integrating the Business Model Concept for the Development of Physicians' Dual Practice in Public Healthcare Delivery Systems

*Lorella Cannavacciuolo, Paolo Mancuso, Alessandro Scarpa*

Exploring the Intricate Relationship between Artificial Intelligence and Healthcare Organizations

*Emanuela Foglia, Federica Asperti, Sara Pozzi, Federico Filippo Orsini, Giulia Lanzi*

Transforming Healthcare with AI: Assessing Barriers and Impacts, in a Systematic Review

*Luigi Jesus Basile*

From Innovation to Integration: A Bibliometric-Systematic Review of Digital Therapeutics and Their Impact on Healthcare

## ROOM - D

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### Knowledge Management

chair: **Mirva Hyypiä**

*Roberto Grandinetti*

How Artificial Intelligence Erodes the Tacit Dimension of Organizations

*Behrooz Moradi, Ettore Bolisani, Juan-Gabriel Cegarra-Navarro, Aurora Martínez Martínez, Tomas Cherkos Kassaneh, Furong Cai*

Towards a Unified Framework for Knowledge Worker Roles: A Systematic Literature Review

*Antonio Lorena, Anna M. Correale, Alessia Talarico, Rocco Reina*

The Impact of Artificial Intelligence on the Development of Soft Skills: Opportunities and Challenges for Organizations

*Mirva Hyypiä*

Meaningfulness Reshaping Technology, Knowledge Co-Creation, and Leadership

## ROOM - E

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### ST 35: Accelerating the Shift to a Circular Economy Through Digital Technologies and Knowledge Management

chair: **Benedetta Esposito**

*Amal Bouihat, Davide Aloini, Pierluigi Zerbino*

Digital Product Passports for Promoting Circularity in the Construction Sector

*Patrizia Pastore, Antonio Ricciardi, Gianmarco Salzillo, Silvia Tommaso*

Interfirm Aggregations for Circular Economy Transition in Italian Olive Oil Industry

*Miriana Ferrara, Nicola Capolupo*

Unleashing Digital Transformation in LCA: The Interplay between Data-Driven Culture and Digital Capabilities

*Stefania Manetti*

Artificial Intelligence in the Agri-Food Supply Chain: How it Might Facilitate Circular Economy Practices?

**ROOM - H****ST 02: New Models and Technologies for Business and Management Innovation****chair: Vittorio D'Amato, Luca Tuporini***Wanting Guo, Chuanjuan Wu, Marina Latukha*

From Integration to Strategic Fit: Reconsidering Human-AI Collaboration through Two Case Studies

*Giuseppe Zangari, Antonio Lorena, Ludovica Zoccali, Rocco Reina*

Organizational Practices for Agile Work: A Systematic Review on Smart Working Strategies

*Rouven Edgar Haschka*

A Truncated Poisson Model to Approximate the Firm-Level Innovation Generation Process

*Vittorio D'Amato, Joao Vieira Da Cunha, Luca Tuporini, Elena Tosca*

The Interdependent Relationship of Management Innovation and Culture: Insights from a Systematic Literature Network Analysis (SLNA)

**ROOM - L****AI, Data Challenges and Business Management****chair: Giovanni Schiuma***Sabrina Picone*

Artificial Intelligence and the Future of Copyright law

*Cristina Simone, Maria Antonietta De Cesare*

Platform Capitalism and the State: Between a New Balance of Power and Geopolitical Competition

*Hui Fang, Nai, MeiYi Winnie Song, Zejingi, Liang*

A System Dynamics Study on the Transition from Kite Tethering to Social Network Weaving in Overseas Internships of AI Employment Program Students

*Chiung Chuan Lo*

System Dynamics Analysis of AI Empowerment's Impact on Knowledge, Skills, and Abilities (KSA) and Technology-Skills-Knowledge (TSK) in Business Management

**13.40-15.00 LUNCH BREAK****15.00-17.05 PARALLEL SESSIONS****ROOM - Aula Bobbio****AI Technologies & Digital Transformation****chair: Arianna Ciabattoni***Ranieri Alves dos Santos, Fernando Alvaro Ostuni Gauthier, Marcelo Macedo, Vanessa Roberg*

The Use of Generative AI and Lean UX in Knowledge Engineering Projects

*Vincenzo Maione, Cristina Ponsiglione, Simonetta Primario*

A Network Epidemic Model for Fake News Diffusion: Agent-Based Insights for Responsible Social Media

*Arianna Ciabattoni, Filippo Andrei, Francesca Ricciardi*

The Tech-Driven Evolution of Illicit Pharmaceutical Networks: Innovation and Organizational Adaptation

*Dijana Oreski*

Enhancing Organizational Knowledge Management through Retrieval-Augmented Generation and Large Language Models

*Igor Zatsman*

AI Technology for Language Knowledge Discovery Built on Modified Spiral Model and DIK Hierarchy

## ROOM - Biblioteca Storica

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### ST 18: Complexity Approaches to Support New Knowledge and Business Development

chair: **Linda Ponta, Cristina Ponsiglione**

*Simonetta Primario, Roberta De Cristofaro, Vincenzo Del Duca, Cristina Ponsiglione, Serena Strazzullo*  
Addressing the Complexity of the Green Hydrogen Value Chain: an Agent-Based Modelling Approach

*Vincenzo Maione, Cristina Ponsiglione, Simonetta Primario, Manfred Paier, Theresa Burscher*  
Mapping Twin Transitions in Regional Innovation Systems: a Configurational Approach

*Constantin Marius Profireoiu, Alina Georgiana Profireoiu, Daniela-Luminița Constantin, Bianca Cibu, Camelia Delcea*  
Understanding Socio-Economic Perceptions Complexity in Romania and Moldova: Implications for the Business Environment

*Carmine Passavanti, Simonetta Primario, Pierluigi Rippa*  
Computational Laboratory for Simulating Entrepreneurial Education Ecosystems

*Ettore Zini, Chiara Tognon, Angelo Zerega, Angelo Leogrande, Nicola Magaletti, Giovanni Schiuma*  
An Integrated Model for Defining and Monitoring ESG KPIs in Smart Buildings: A Methodological Approach to Sustainability Performance Management

## ROOM - C

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### ST 44: Shaping the Future: Adapting HEIs to the Evolving Knowledge and Innovation Landscape

chair: **Viktória Papp-Horváth, Nikolett Deutsch**

*Viktória Papp-Horváth*  
Digital Literacy of Gen Z Students in the Context of Project Management Education

*Éva Pintér, Péter Bagó*  
Financial Literacy and Digital Attitudes of Gen Z and its Aspects, Implications in Program Development in Higher Education

*Petra Wagner, Vitaliy Soloviy, Marcus Jandt*  
Emerging Roles for Public Research Organizations in Shaping Innovation Ecosystems

*László Berényi, Nikolett Deutsch*  
Change to Digital Learning: A Task-Technology Fit Approach to Moodle

## ROOM - D

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### ST 03: Diversity Management, Inclusion and Knowledge Creation for Innovation

chair: **Valentina Beretta, Valerio Brescia**

*Maria Weir, Philip Sugai*  
Balancing ESG Valuation and AI Innovation: A Case Study on GNO Inc

*Valentina Beretta, Maria Chiara Demartini, Sara Trucco*  
Are DE&I Issues Relevant in Integrated Reporting?

*Filomena Buonocore, Davide de Gennaro, Viviana Colombi Evangelista, Ludovica Del Barone, Floriana Pollio*  
Rethinking Fairness in Work-Life Policies: A Conceptual Framework Beyond Parenthood

*Giuseppe Maria Bifulco, Fabrizio Maria Bertusi, Leonzio Capparelli*  
ESG and AI: the role of a new player in the sustainability's game. Explorative analysis of the potential impact of Artificial Intelligence in the business sustainable performance.

*Yafang Tsai, Shih-Wang Wu, Szu-Chieh Chen*  
The Impact of Smart Hospitals on Employee Job Performance and Job Satisfaction

## ROOM - E

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### ST 49: Trends in Performance Measurement and Management of Healthcare Organizations

chair: **Anna Maria Melina**

*Malgorzata Runiewicz-Wardyn*  
The Role of AI in Waste Reduction and Sustainability of Pharmaceutical Industry

*Giuliana Cavadi, Martina Vivoli, Federico Cosenz*  
Evaluating AI's Impact in Healthcare: a Systemic Approach through Key Performance Indicators

*Valeria Schifilliti, Veronica Marozzo, Alessandra Costa, Augusto D'Amico*  
Exploring Cardiologists' Perspectives on Wearable ECG Devices: Evidence from an E-focus Group

*Filomena Riemma, Davide de Gennaro, Filomena Buonocore, Rosario Marrapodi*  
Stress Management and Organizational Strategies: Promoting Well-Being and Innovation in Healthcare Systems

*Walter Vesperi, Marzia Ventura*  
Digital Evolution in Healthcare: A Scoping Review on Emerging Inequalities

## ROOM - H

**ST 16: Future Organizations and Strategies: Integrating Humans and Technology for Social and Environmental Impact**  
chair: **Gabriela C. Lopez-Torres**

*Eduardo Sánchez-García, Javier Martínez-Falcó, Bartolomé Marco-Lajara, Anna Sławik, Patricia Zaragoza-Sáez, Santiago González González*  
Harnessing knowledge for sustainability: the influence of environmental management and ethical leadership on green performance in the wine industry

*Ana Lidia Quintero Ramírez, Francisco Javier Álvarez-Torres, Clara María Freire Margaça, Maria D. De-Juan-Vigaray, Giovanni Schiuma*  
The Role of Human Expertise in Digital Transformation and Innovation of SMEs

*José Octavio Contreras Sánchez, Vianney Viridiana Contreras Sánchez, Francisco Javier Álvarez-Torres*  
Proposal for an Inclusive and Sustainable Telemedicine Ecosystem in Mexico

*Oscar Alejandro Espinoza Mercado, Juan Antonio Vargas Barraza*  
Analyzing Innovative Marketing Strategies within SMEs in the Restaurant Industry: A Knowledge-Based Approach

*Gabriela Citlalli Lopez Torres, Octavio Hernandez Castorena, Alba Rocio Carvajal Sandoval*  
SME Performance through Modern Technology and Sustainable Business Strategies

## ROOM - L

**ST 30: Artificial Intelligence in Medicine: Transforming Healthcare Through Innovation**  
chair: **Daniela D'Auria**

*Eduardo Aníbal Blanco, Ivone Junges, Clarissa Carneiro Mussi*  
Artificial Intelligence as a Tool for Building Innovative Organizational Strategies in Market Consolidation

*Marco Praticò, Salvatore Tallarico, Luisa Pellegrini, Simone Lazzini*  
Improving Clinical Evidence for Medical Devices: a Lifecycle Approach

*Nunzia Carbonara, Davide De Vita*  
Healthcare in the Digital Age: A Systematic Literature Review on the Impact of AI and Big Data on Business Models and Patient Value

*Dóra Horváth, Noémi Szilvia Lőrincz*  
The Impact of AI on Patient Interactions in Healthcare: Towards Dehumanisation or Rehumanisation?

*Guendalina Capece, Tindaro Cicero, Daniela D'Auria, Flavia Di Costa*  
Specific Learning Disabilities (SLD) and Artificial Intelligence (AI): A Bibliometric Analysis

**17.05-17.25 COFFEE BREAK** 

**17.25-18.10 KEYNOTE SPEECH**  
**Vincenzo Corvello – University of Messina, Italy**  
*Extended Minds, Diffuse Bodies, and Other Once-Science-Fiction Concepts that Could Transform the Way We Work and Manage Organizations*



**18.10-18.30 CLOSING REMARKS & ANNOUNCEMENT OF IFKAD 2026**

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