

Translating Knowledge into Innovation Dynamics

IFKAD 2024
12-14 JUNE 2024
MADRID, SPAIN

CALL FOR ABSTRACTS – IFKAD 2024

Special Track n.: 17

Research Area: Entrepreneurship and Innovation

Entrepreneurship and New Technologies

Organizers

Ciro Troise, University of Turin, Italy
Mark A. Camilleri, University of Malta, Malta
Augusto Bargoni, University of Turin, Italy
Stefano Bresciani, University of Turin, Italy

Description

Today, entrepreneurs and companies are facing environments characterized by increasing levels of volatility, uncertainty, complexity, and ambiguity (VUCA) (Millar et al., 2018). Different strategies, knowledge and technologies are needed to effectively manage businesses in these scenarios (Bargoni et al., 2023a, Elia et al., 2021; Troise et al., 2022a). In particular, digital technologies reveal a high potential in enabling organizations and entrepreneurs to better adapt to changing external conditions. Moreover, digital technologies have changed the way consumers make decisions and communicate with each other (Pera et al., 2021; Bargoni et al. 2023b), and entrepreneurs should adapt as quickly as possible to these changes.

Digital transformational challenges in the current global scenario led companies to increase their attitude to proactively adopt and leverage new digital technologies (Bresciani et al., 2021; Schiuma et al., 2021). At the same time, companies need to manage and exploit several types of knowledge and capabilities to drive this transformation (Troise, 2021; Troise et al., 2022a). Digital transformation is not just about companies, but also induces key changes for entrepreneurs' practices (Scarmozzino et al., 2017). It, in fact, influences the activities of entrepreneurs by providing new support tools (Secundo et al., 2020; Corvello et al., 2021). The spread of new enabling technologies is influencing the rise of new ventures as well as the behaviors of entrepreneurs (Andriole, 2017). In this vein, for example, digital technologies affect the development of a new 'digital-based' entrepreneurship (Nambisan, 2017; Srinivasan & Venkatraman, 2018; Kraus et al., 2019) and – in general – new technologies help entrepreneurs to disclose new frontiers as well as to increase both their awareness (in particular if how and to what extent they want to become self-employed) and their opportunities to collaborate with other (external) players (Broomé & Ohlsson, 2018). Notably, digital transformation offers both intriguing challenges and new opportunities for these days' entrepreneurs (Cohen et al., 2017; Li et al., 2018).

Translating Knowledge into Innovation Dynamics

Among the enabling technologies there are the artificial intelligence (AI), machine learning, IoT, big data, digital platforms (e.g. crowdfunding platforms), mobile applications (i.e. apps), social media, cloud computing, blockchain, and more (as the Fintech ones, such as ICOs and crowdfunding) (Troise et al., 2021a, 2021b). Digital platforms, to cite an emerging example, offer opportunities for entrepreneurs and their ventures to enable the so-called transformational entrepreneurship (Jones et al., 2023).

Understanding the role of these technologies for entrepreneurial ventures to deal with VUCA environments and to trigger the entrepreneurial processes is crucial for entrepreneurs. New technologies, in fact, could trigger a new venture creation process (such as the rise of new innovative start-ups) and could be enablers of entrepreneurial opportunities (Troise et al., 2021a). In sum, new technologies have the potential to help entrepreneurs in the various stages of their activities (since the idea development to the growth performance of established ventures) and to navigate VUCA environments.

Despite the increased number of studies on the new technologies in several fields, there is still only a few studies specifically focused on their role in entrepreneurship and their real added value for entrepreneurs (Troise et al. 2022b). In particular, little is known on how they foster entrepreneurship and new entrepreneurial opportunities or are used by entrepreneurs to build enduring businesses. In entrepreneurship studies, in fact, there are still some gaps on how these technologies will impact the future of entrepreneurship. Hence, there is an ongoing call for more research contributing to shed some light on various issues such as understanding the future of entrepreneurship, the entrepreneurs "new behaviors", with a particular focus on their motivations and their decision-making processes, the enabling effect of new technologies and how (future or current) entrepreneurs embrace digital transformation.

In this track we aim to explore the 'new entrepreneurial journeys' developed in the digital transformation era and how entrepreneurs leverage new technologies and new knowledge in the current digital age. New technologies hold potential to increase in importance for business of the future and offer entrepreneurs opportunity by more quickly adopting technologies (in particular digital platforms) to take advantage of an uncertain business context and by accessing important resources (e.g., feedback, funding, knowledge, networks) from a wide audience in a cost-efficient manner. In short, entrepreneurs' use of new technologies to create, develop, manage, and maintain new ventures is likely to continue to increase in the future (Dwivedi et al., 2020; Shankar, 2020; Upadhyay et al., 2021). This and the embryonic stage of the literature mean research on the connection between new technologies and entrepreneurship in the digital transformation era is needed. This track seeks to meet this need by enhancing the scholarly conversation and our collective understanding of the relationships between new technologies and entrepreneurship through research that examines the antecedents, consequences, development, processes, and uses of new technologies in the entrepreneurship domain.

Keywords

Entrepreneurship, Digital transformation, Entrepreneurial behaviours, Knowledge, New technologies, Start-ups, SMEs, Digital Platforms

Translating Knowledge into Innovation Dynamics

[Special Track details published on IFKAD website >>](#)

Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (in editable MS-Word format) of **min 500 and max 1000 words** by **15 JANUARY 2024**, using the submission procedure available on the website. The abstract should address theoretical background, research objective, methodology, and results in terms of expected contribution to Knowledge Management theory and practice. Authors are required to follow the guidelines for both extended abstracts as well as full papers available on IFKAD site: www.ifkad.org

Important dates

15 January 2024	<i>Extended Abstract submission deadline</i>
10 February 2024	<i>Acceptance notification to authors</i>
30 March 2024	<i>Early-Bird registration cut off</i>
10 April 2024	<i>Full paper submission deadline</i>
20 May 2024	<i>Registration deadline</i>
12-14 June 2024	<i>Conference sessions</i>

For further information

For any information related to the event, please see the event website at www.ifkad.org or contact the conference manager at info@ifkad.org