

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

CALL FOR ABSTRACTS – IFKAD 2025

Special Track n.: 06

Thematic Area: Entrepreneurship and Startups

Entrepreneurship and New Technologies

Description

Today, entrepreneurs and companies are facing environments characterized by increasing levels of volatility, uncertainty, complexity, and ambiguity (VUCA) (Millar et al., 2018). They must therefore try to adapt as quickly as possible to potential and rapid changes in the environment and the market. Different strategies, knowledge and technologies are needed to effectively manage businesses in these scenarios (Bargoni et al., 2023a, Bresciani et al., 2024; Elia et al., 2021; Troise et al., 2022a). In particular, new and digital technologies reveal a high potential in enabling organizations and entrepreneurs to better adapt to changing external conditions as well as to face recurrent events such as epidemics and pandemics (Ghobadian et al., 2022). Moreover, new technologies have changed the way entrepreneurs make decisions and communicate with each other (Bargoni et al., 2023). 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, 2022; Troise et al., 2022a). Digital transformation is not just about companies, but also induces key changes for entrepreneurs' practices and business models (Scarmozzino et al., 2017; Corvello et al., 2024). 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 offers both intriguing challenges and new opportunities for these days' entrepreneurs (Cohen et al., 2017; Li et al., 2018), as well as it 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) or their opportunities to collaborate with other (external) players (Broomé & Ohlsson, 2018). Similarly, new technologies can influence and explain the development of business models and business model innovation (Troise et al., 2023b). From another point of view, entrepreneurs can face technological failures which, in turn, can represent useful learning opportunities to develop new competencies or capabilities and

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adopt new strategies (*Corvello et al., 2024*). At the same time, also the exploration of the interplay between entrepreneurial ventures, technological advancements, and ecosystems of innovation represents a relevant topic to examine as it is shaping the next wave of start-up growth, with profound implications for business, society, and the environment. 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) (*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 – or to pandemics/epidemics in general – 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*). These technologies can have intriguing effects for the entrepreneurial decision making process for a wide range of entrepreneurs, including academic entrepreneurs (*Troise et al., 2023a*) and entrepreneurial teams (*Troise et al., 2024*). 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 to take advance of an uncertain business context and by accessing important resources (e.g., data, feedback/input, 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 tries to meet this need by enhancing the scholarly conversation and our collective understanding of the

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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

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Guidelines

Researchers wishing to contribute are invited to submit an **EXTENDED ABSTRACT** (in editable format) of **min 500 and max 1000 words** not later than **31 JANUARY 2025**, 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

31 January 2025	<i>Extended Abstract submission deadline</i>
24 February 2025	<i>Acceptance notification to authors</i>
20 April 2025	<i>Early-Bird registration cut off</i>
02 May 2025	<i>Full paper submission deadline</i>
31 May 2025	<i>Registration deadline</i>
2-4 July 2025	<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